Tab 2

Dockets.Justia.com

US007035925B1

(12) **United States Patent**
Nareddy et al.

(10) **Patent No.: US 7,035,925 B1**
(45) **Date of Patent: *Apr. 25, 2006**

(54) **PARSING NAVIGATION INFORMATION TO IDENTIFY INTERACTIONS BASED ON THE TIMES OF THEIR OCCURRENCES**

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(73) Assignee: **Revenue Science, Inc.**, Bellevue, WA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 11 days.

This patent is subject to a terminal disclaimer.

(21) Appl. No.: **11/149,036**

(22) Filed: **Jun. 8, 2005**

Related U.S. Application Data

(62) Division of application No. 10/005,183, filed on Dec. 5, 2001.

(51) **Int. Cl.**
G06F 15/173 (2006.01)

(52) **U.S. Cl.** **709/224**; 709/203; 709/218; 709/223; 707/1; 707/6; 463/37; 463/38

(58) **Field of Classification Search** 709/223, 709/224, 203, 218, 219, 225, 229; 707/1–10; 705/14, 26, 27, 37, 400; 715/853, 854; 725/32, 725/34

See application file for complete search history.

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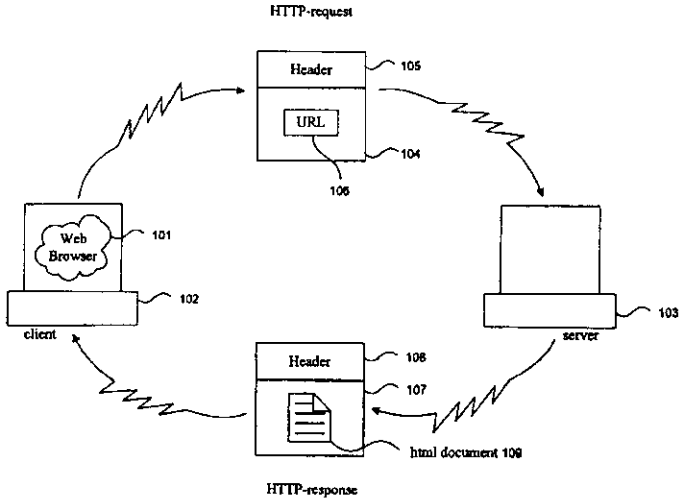
Primary Examiner—Saleh Najjar
Assistant Examiner—Vitali Korobov
(74) *Attorney, Agent, or Firm*—Perkins Coie LLP

(57) **ABSTRACT**

A method, system and computer-readable medium for analyzing interaction or usage data, such as for customers, is described. Various data parsing information may be defined and used as part of the analysis, such as by using customer-specific information to identify various occurrences of interest. For example, the parser component can use data defining customer-specific categories of content set items and customer-specific types of events of interest. Such high-level types of occurrences can be specified in a variety of ways, such as by using a combination of a logical web site, one or more URIs corresponding to web pages, and/or one or more query strings. In addition, in order to associate the appropriate data parsing information with data to be processed, the data parsing information can also include version information that specifies when it is applicable. The data parsing information may also map actual web sites to logical sites.

39 Claims, 60 Drawing Sheets



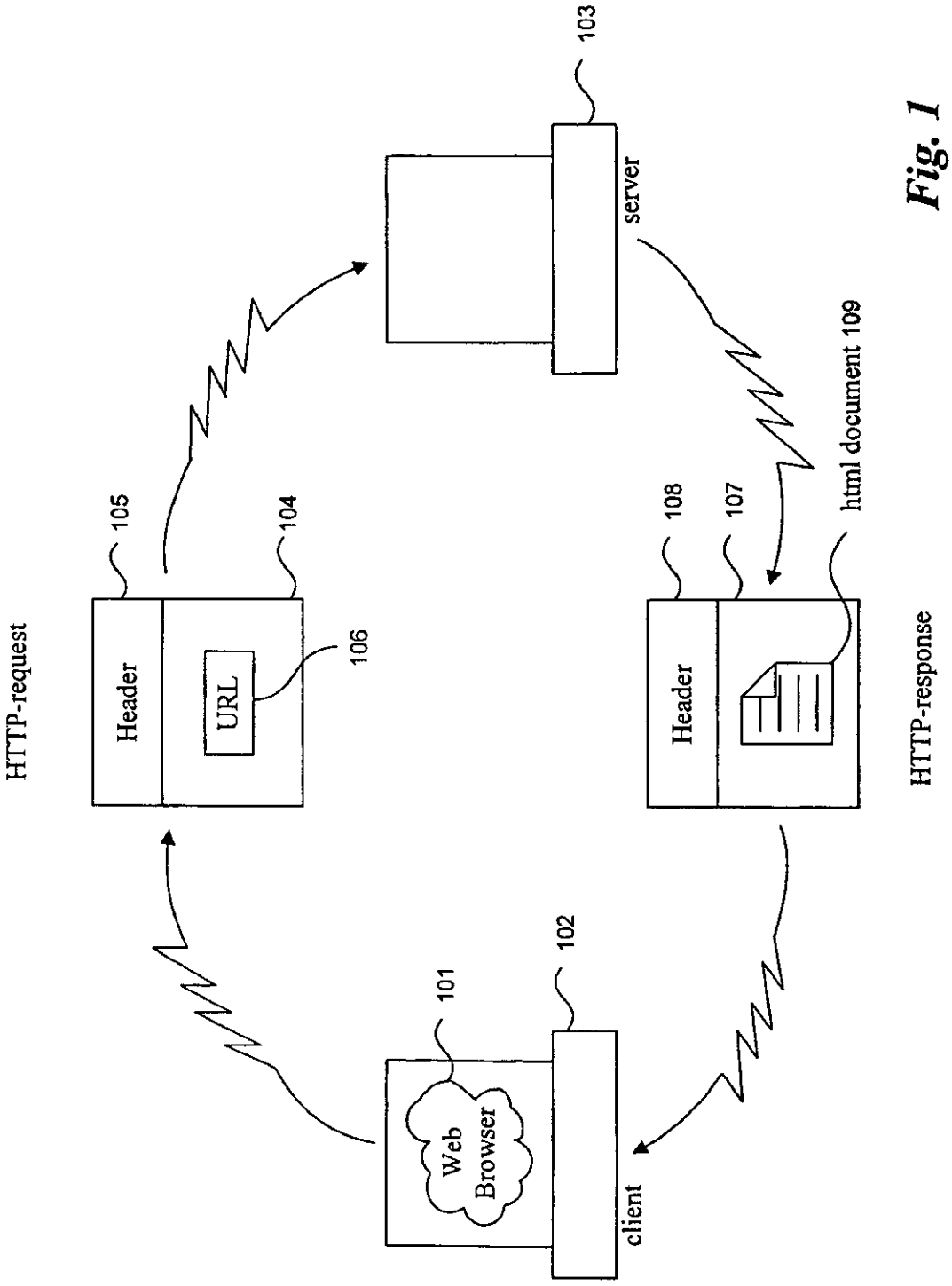

103
server
105
104
HTTP-request
Header
URL
106
108
107
html document 109
Header
HTTP-response
102
101
Web Browser
client

Fig. 1

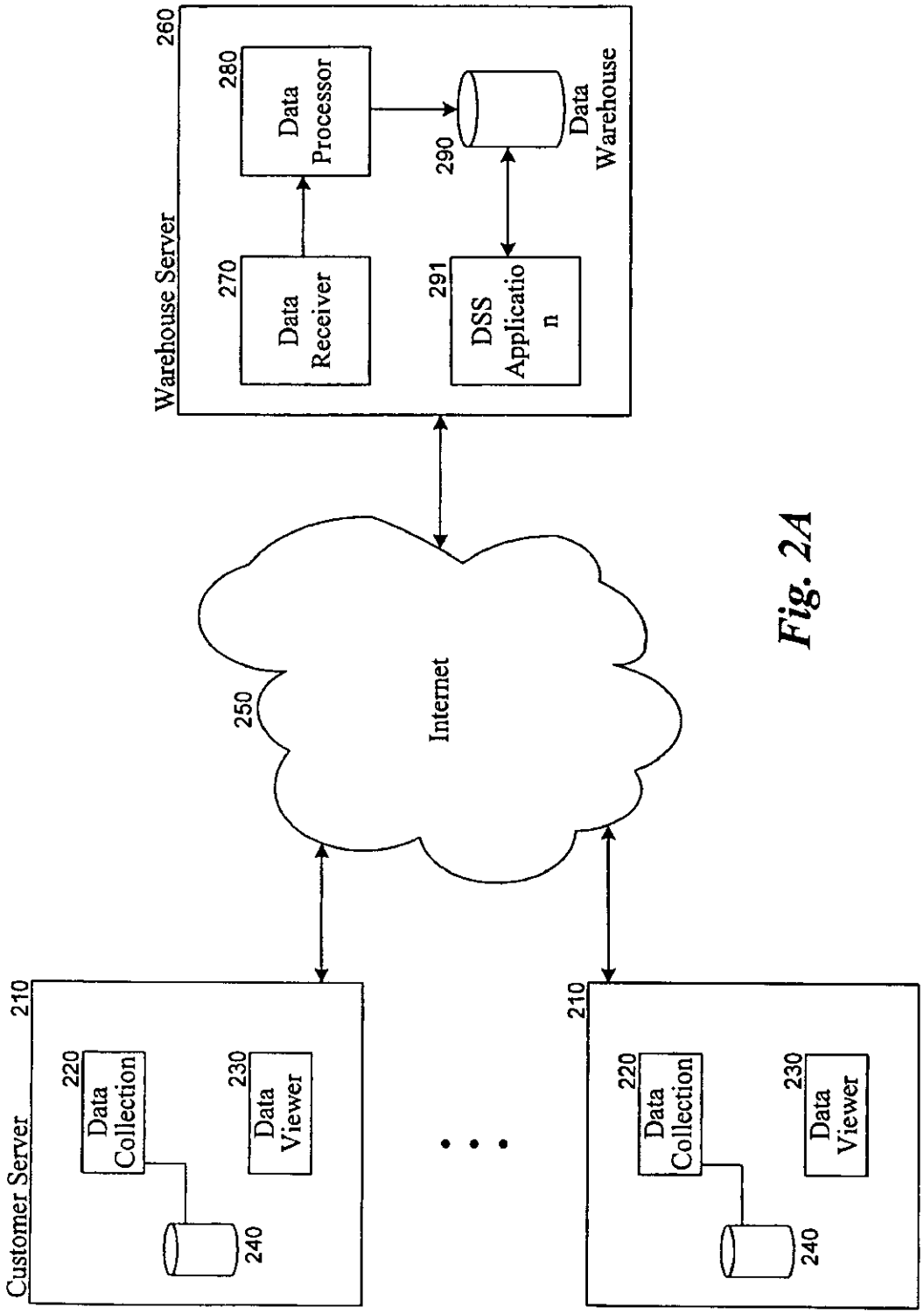

260
Warehouse Server
280
Data Processor
290
Data Warehouse
270
Data Receiver
291
DSS Applicatio n
250
Internet
210
Customer Server
220
Data Collection
230
Data Viewer
240
210
220
Data Collection
230
Data Viewer
240

Fig. 2A

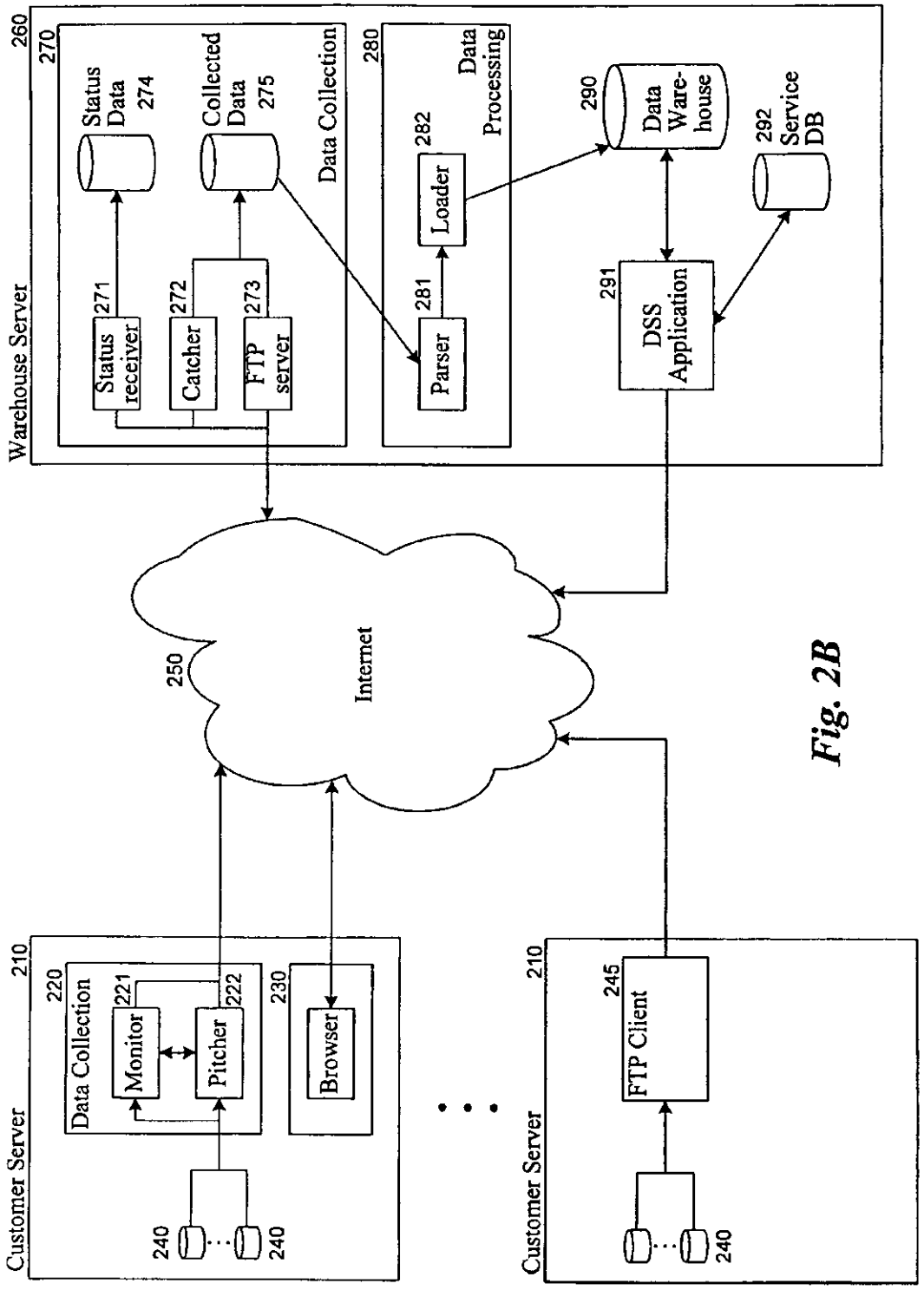

Warehouse Server
260
Data Collection
270
Status Data
274
Collected Data
275
Status receiver
271
Catcher
272
FTP server
273
Data Processing
280
Loader
282
Parser
281
Data Ware-house
290
Service DB
292
DSS Application
291
Internet
250
Customer Server
210
Data Collection
220
Monitor
221
Pitcher
222
Browser
230
240
240
Customer Server
210
FTP Client
245
240

Fig. 2B

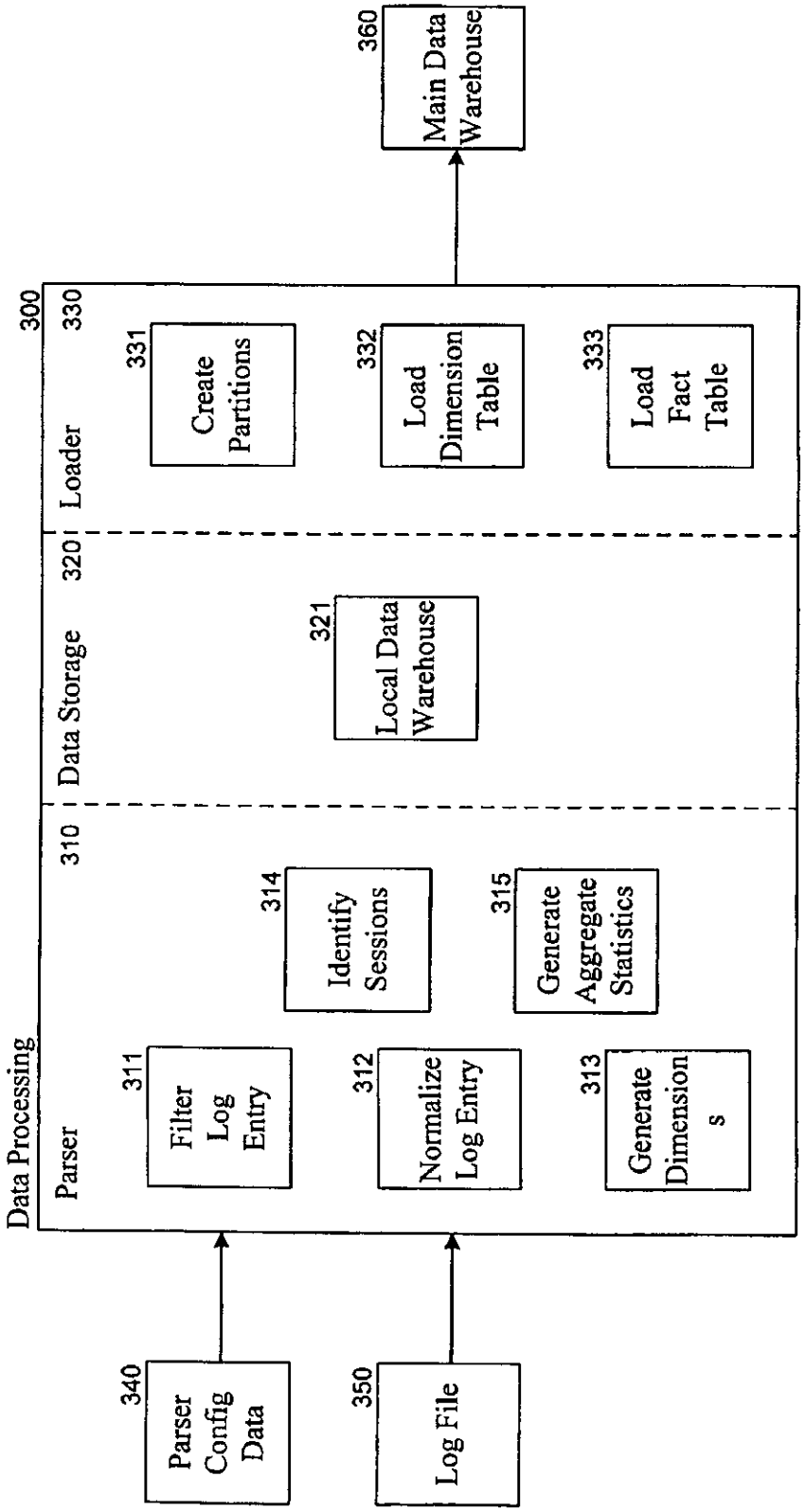

360
Main Data Warehouse
300
330
Loader
331
Create Partitions
332
Load Dimension Table
333
Load Fact Table
320
Data Storage
321
Local Data Warehouse
310
Data Processing
Parser
314
Identify Sessions
315
Generate Aggregate Statistics
311
Filter Log Entry
312
Normalize Log Entry
313
Generate Dimension s
340
Parser Config Data
350
Log File

Fig. 3

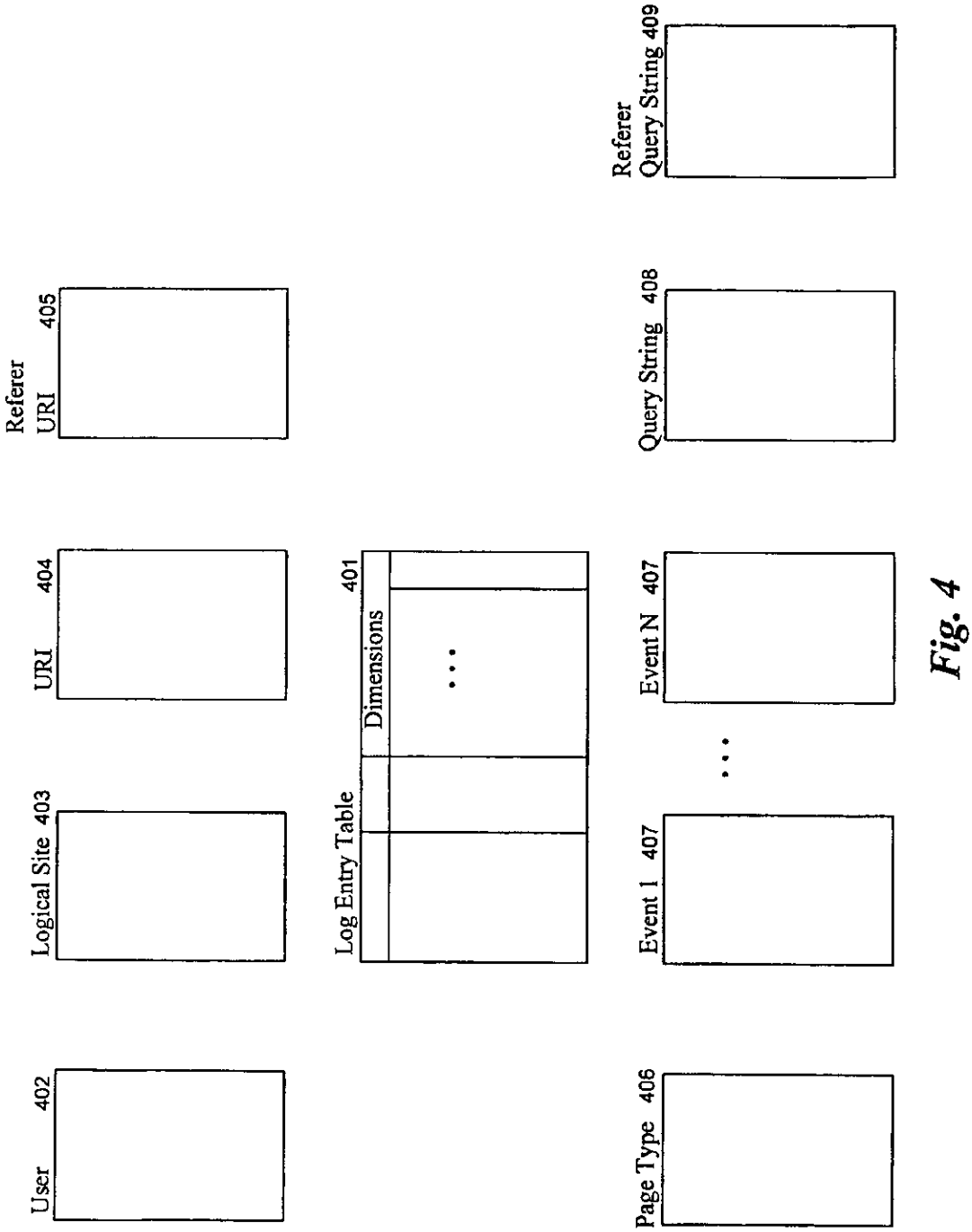

Referer Query String 409
Query String 408
Referer URI 405
URI 404
Logical Site 403
User 402
Log Entry Table 401
Dimensions
Event N 407
Event 1 407
Page Type 406

Fig. 4

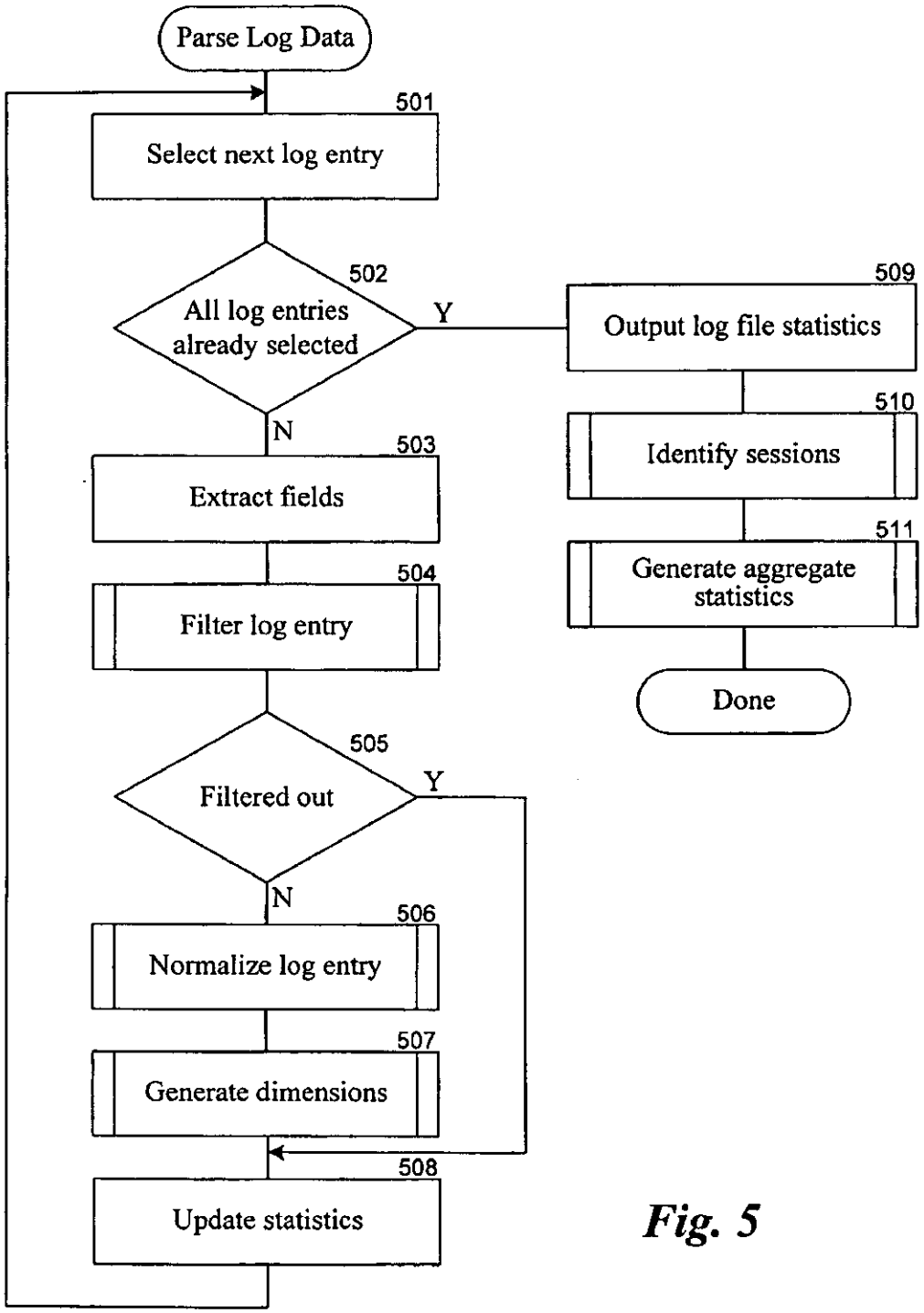

Parse Log Data
501
Select next log entry
502
All log entries already selected
Y
N
509
Output log file statistics
510
Identify sessions
511
Generate aggregate statistics
Done
503
Extract fields
504
Filter log entry
505
Filtered out
Y
N
506
Normalize log entry
507
Generate dimensions
508
Update statistics

Fig. 5

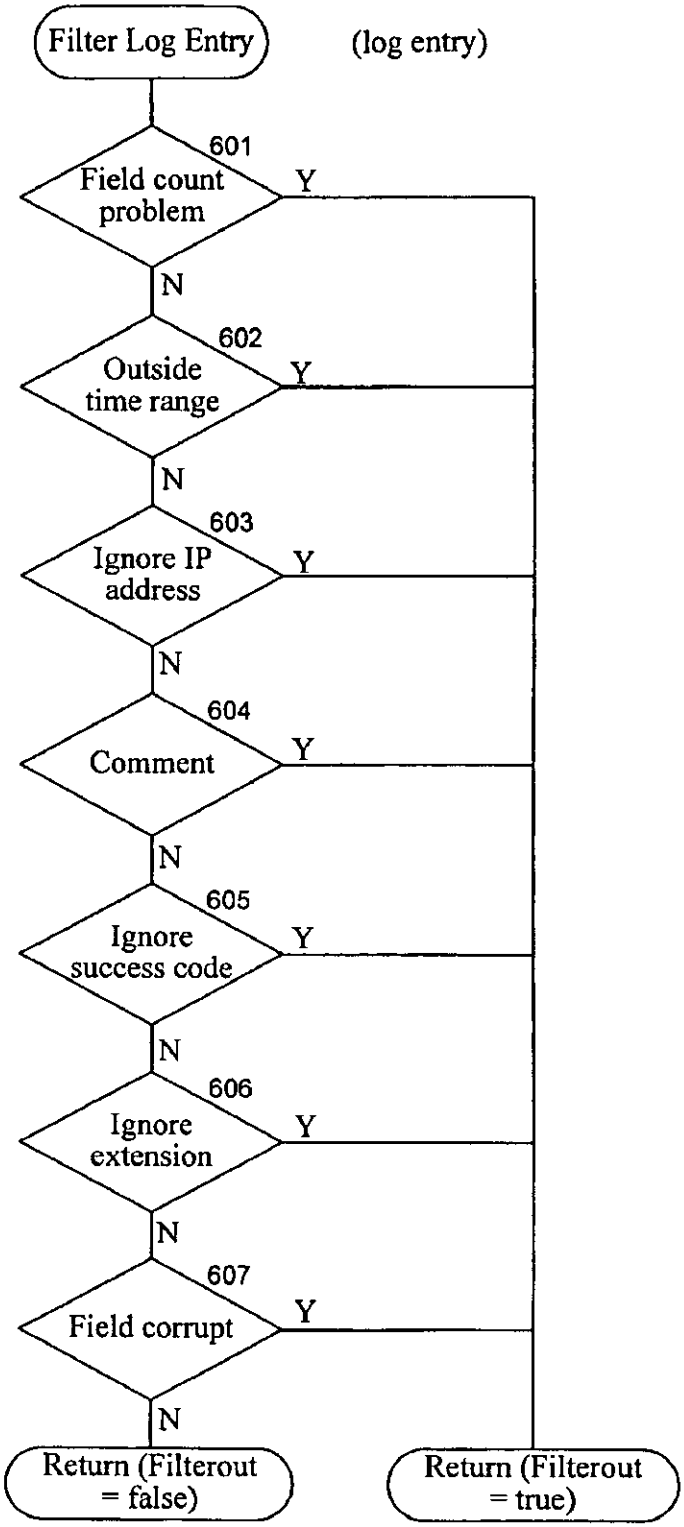

Filter Log Entry
(log entry)
601
Field count problem
Y
N
602
Outside time range
Y
N
603
Ignore IP address
Y
N
604
Comment
Y
N
605
Ignore success code
Y
N
606
Ignore extension
Y
N
607
Field corrupt
Y
N
Return (Filterout = false)
Return (Filterout = true)

Fig. 6

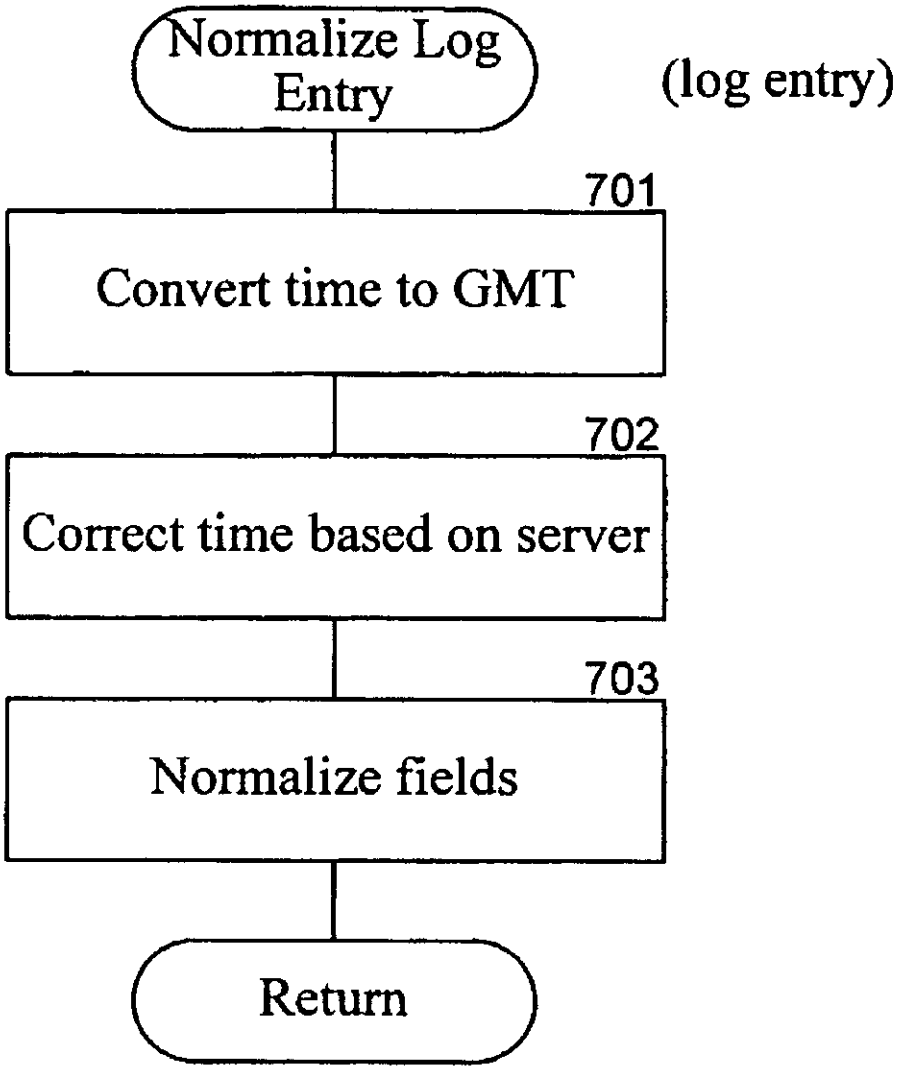

Normalize Log Entry
(log entry)
701
Convert time to GMT
702
Correct time based on server
703
Normalize fields
Return

Fig. 7

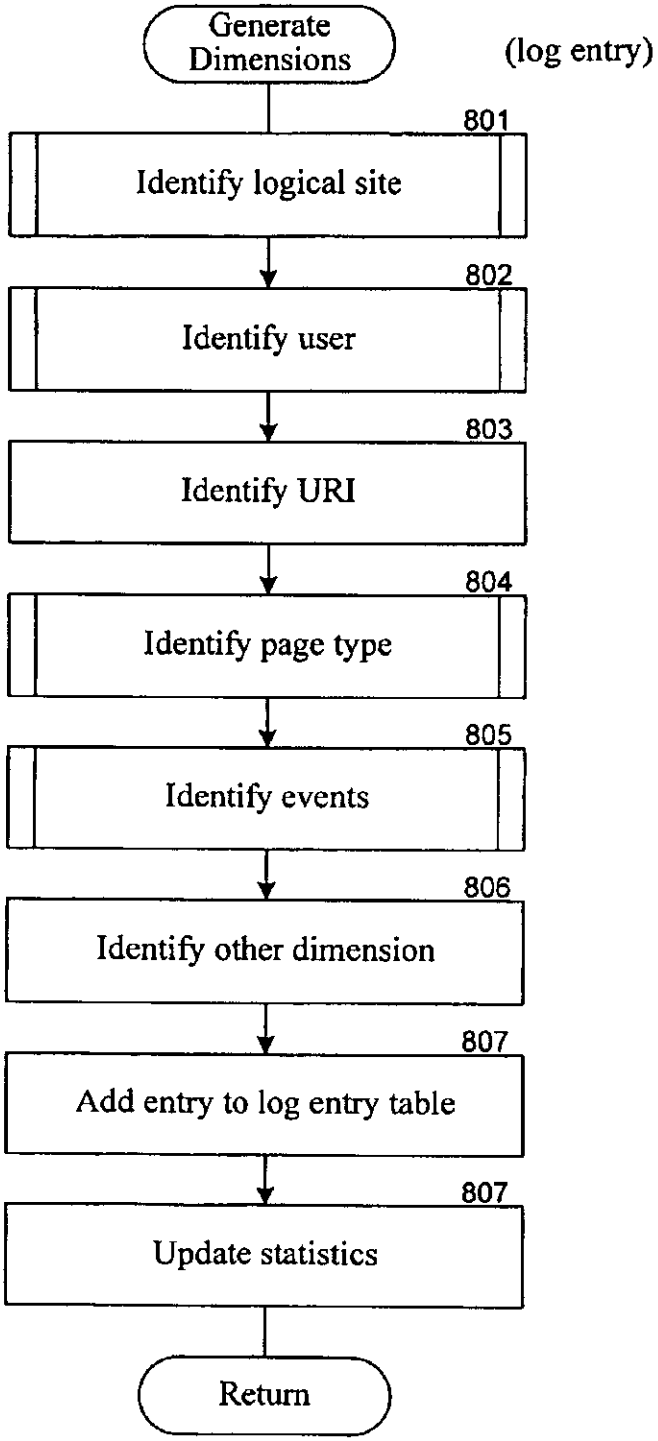

Generate Dimensions
(log entry)
801
Identify logical site
802
Identify user
803
Identify URI
804
Identify page type
805
Identify events
806
Identify other dimension
807
Add entry to log entry table
807
Update statistics
Return

Fig. 8

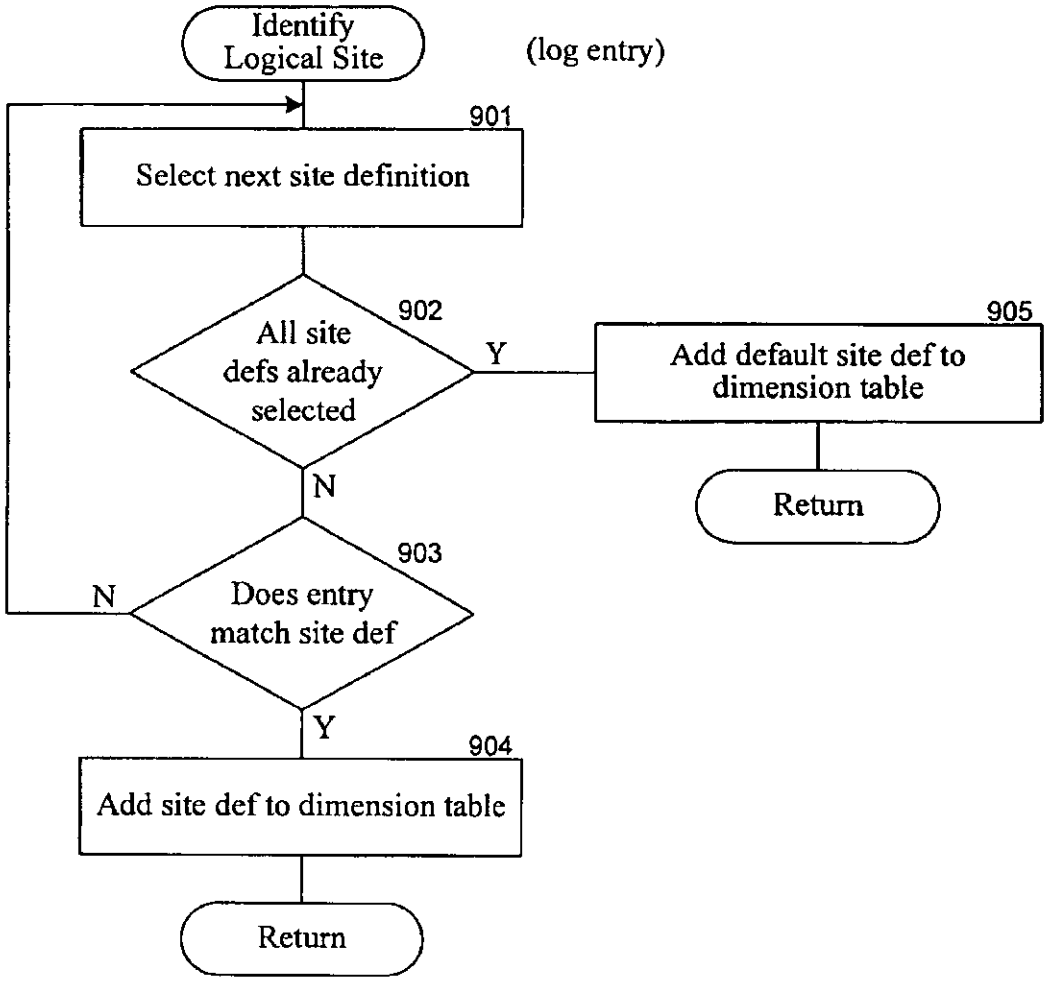

Identify Logical Site
(log entry)
901
Select next site definition
902
All site defs already selected
Y
905
Add default site def to dimension table
Return
N
903
Does entry match site def
N
Y
904
Add site def to dimension table
Return

Fig. 9

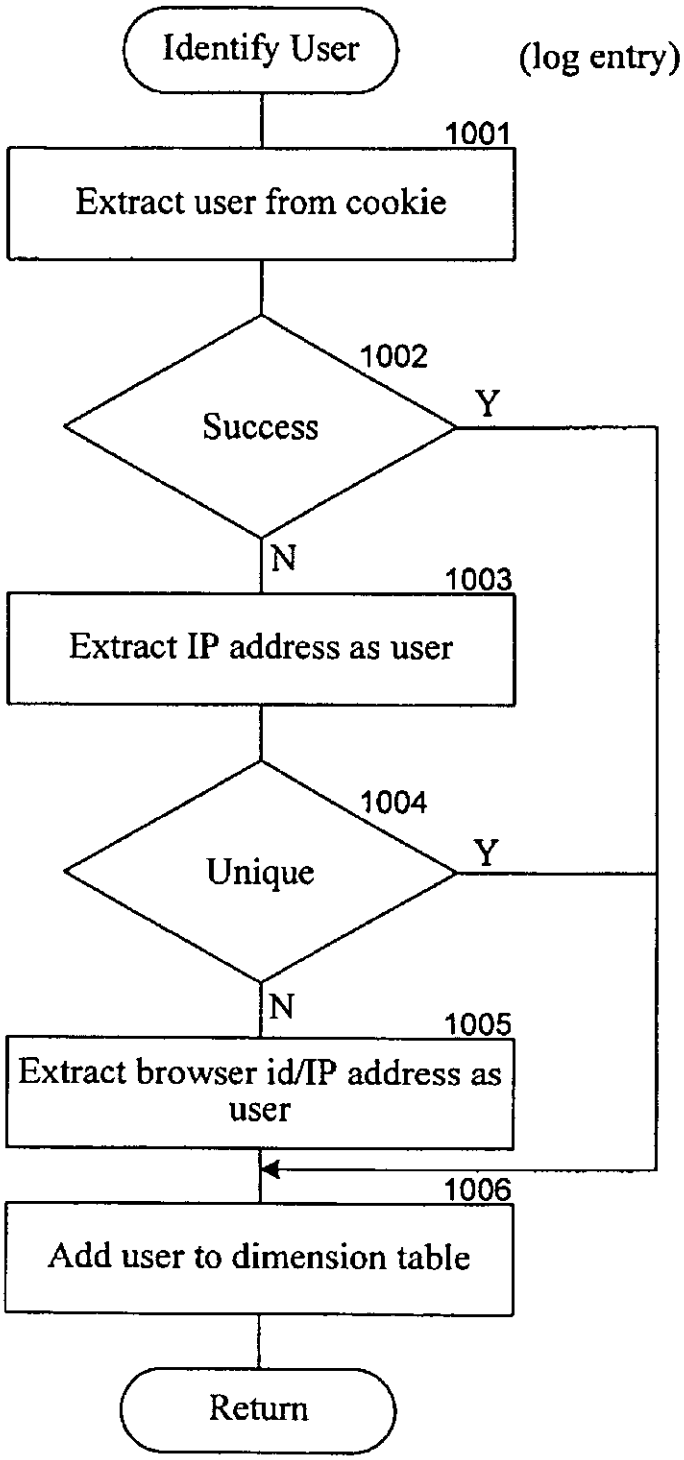

Identify User
(log entry)
1001
Extract user from cookie
1002
Success
Y
N
1003
Extract IP address as user
1004
Unique
Y
N
1005
Extract browser id/IP address as user
1006
Add user to dimension table
Return

Fig. 10

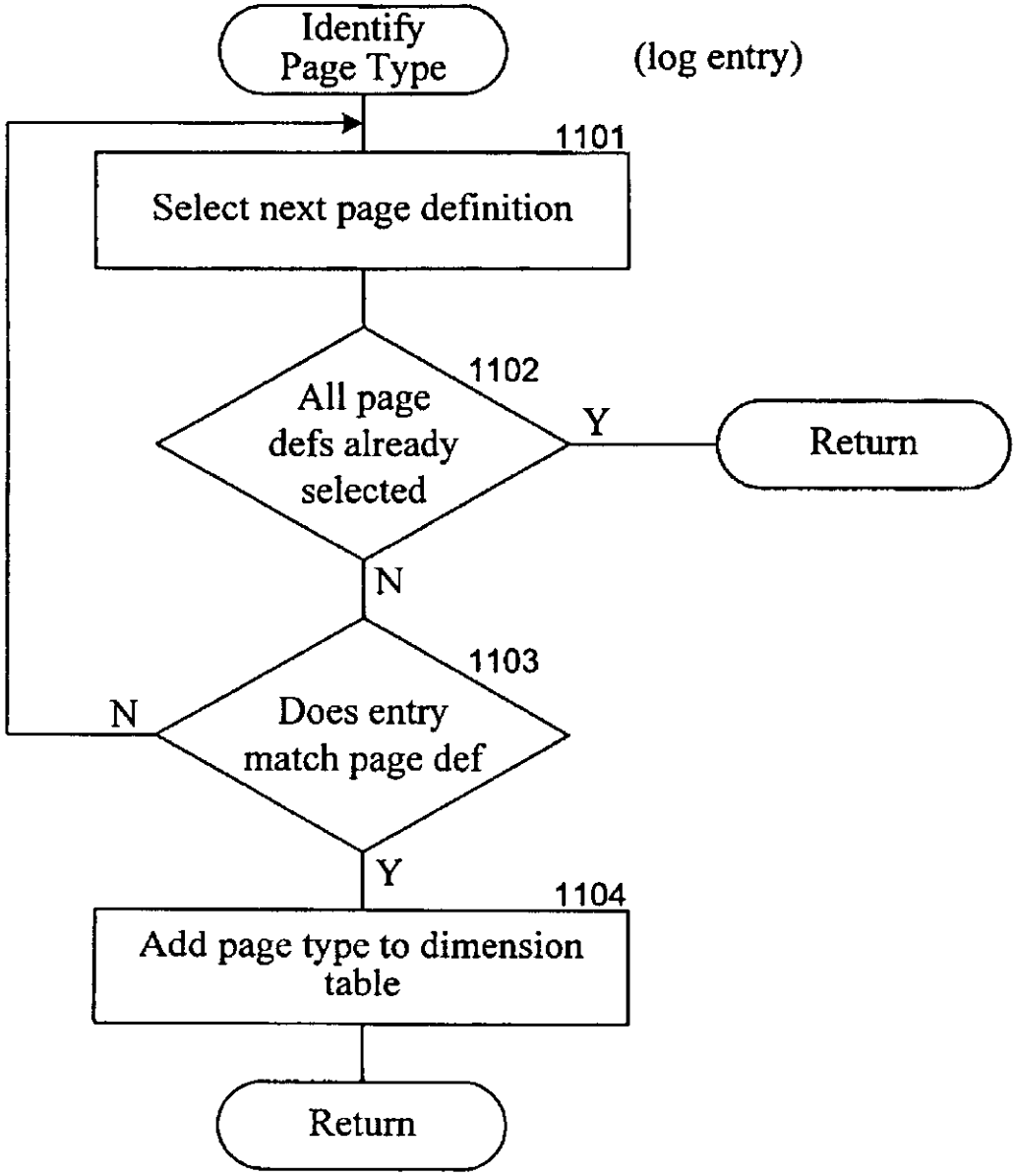

Identify Page Type
(log entry)
1101
Select next page definition
1102
All page defs already selected
Y
Return
N
1103
Does entry match page def
N
Y
1104
Add page type to dimension table
Return

Fig. 11

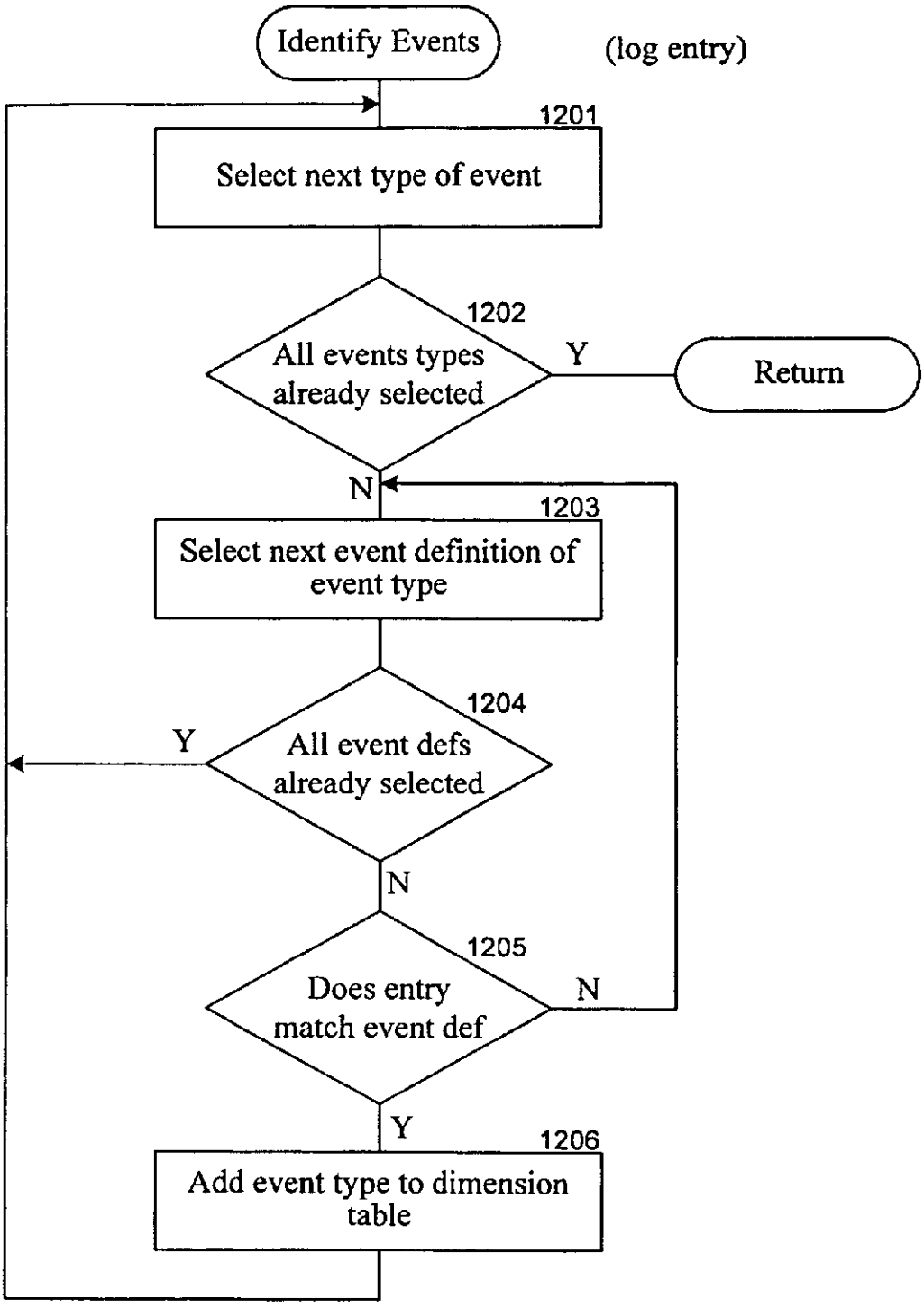

Identify Events
(log entry)
1201
Select next type of event
1202
All events types already selected
Y
Return
N
1203
Select next event definition of event type
1204
All event defs already selected
Y
N
1205
Does entry match event def
N
Y
1206
Add event type to dimension table

Fig. 12

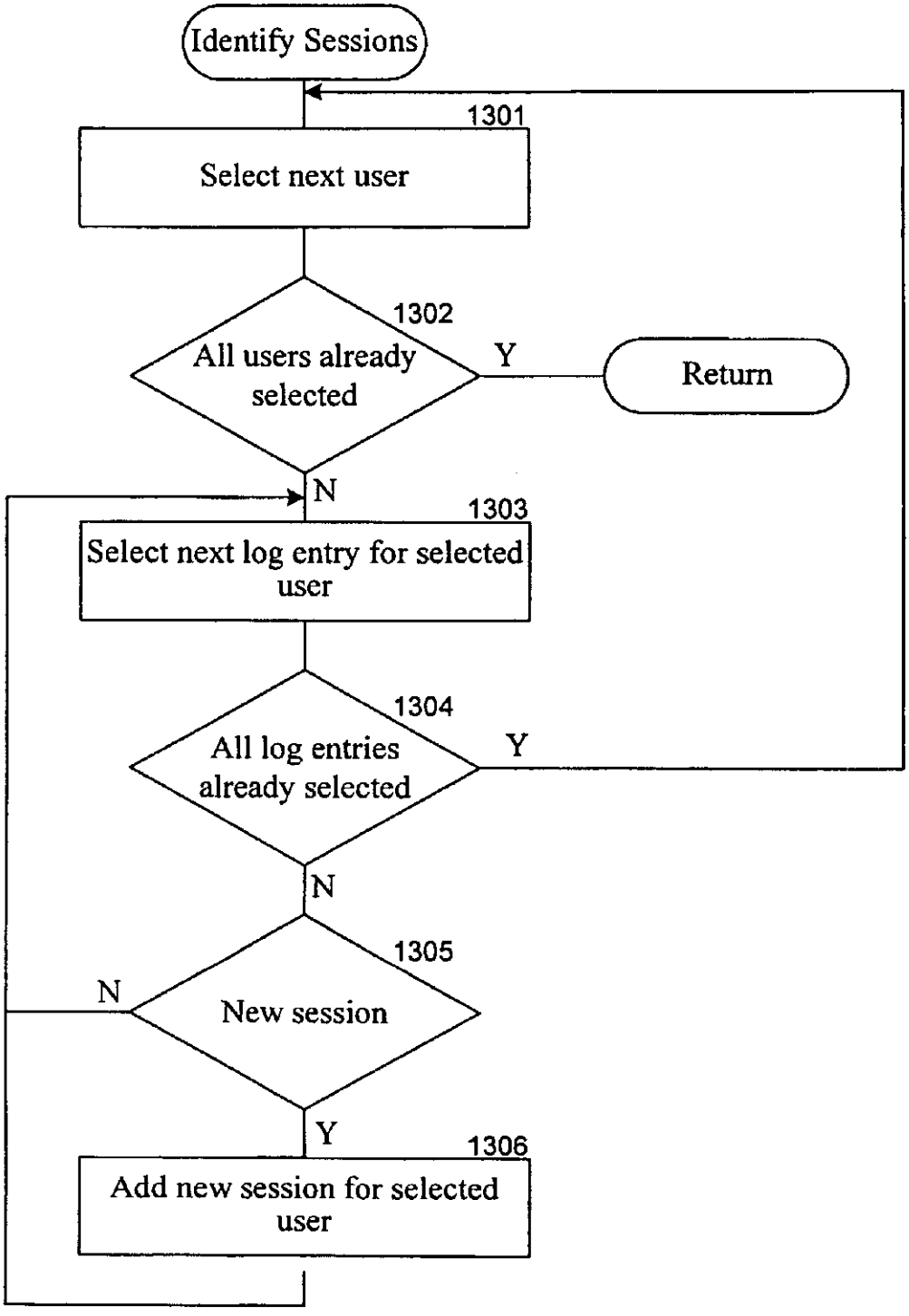

Identify Sessions
1301
Select next user
1302
All users already selected
Y
Return
N
1303
Select next log entry for selected user
1304
All log entries already selected
Y
N
1305
New session
N
Y
1306
Add new session for selected user

Fig. 13

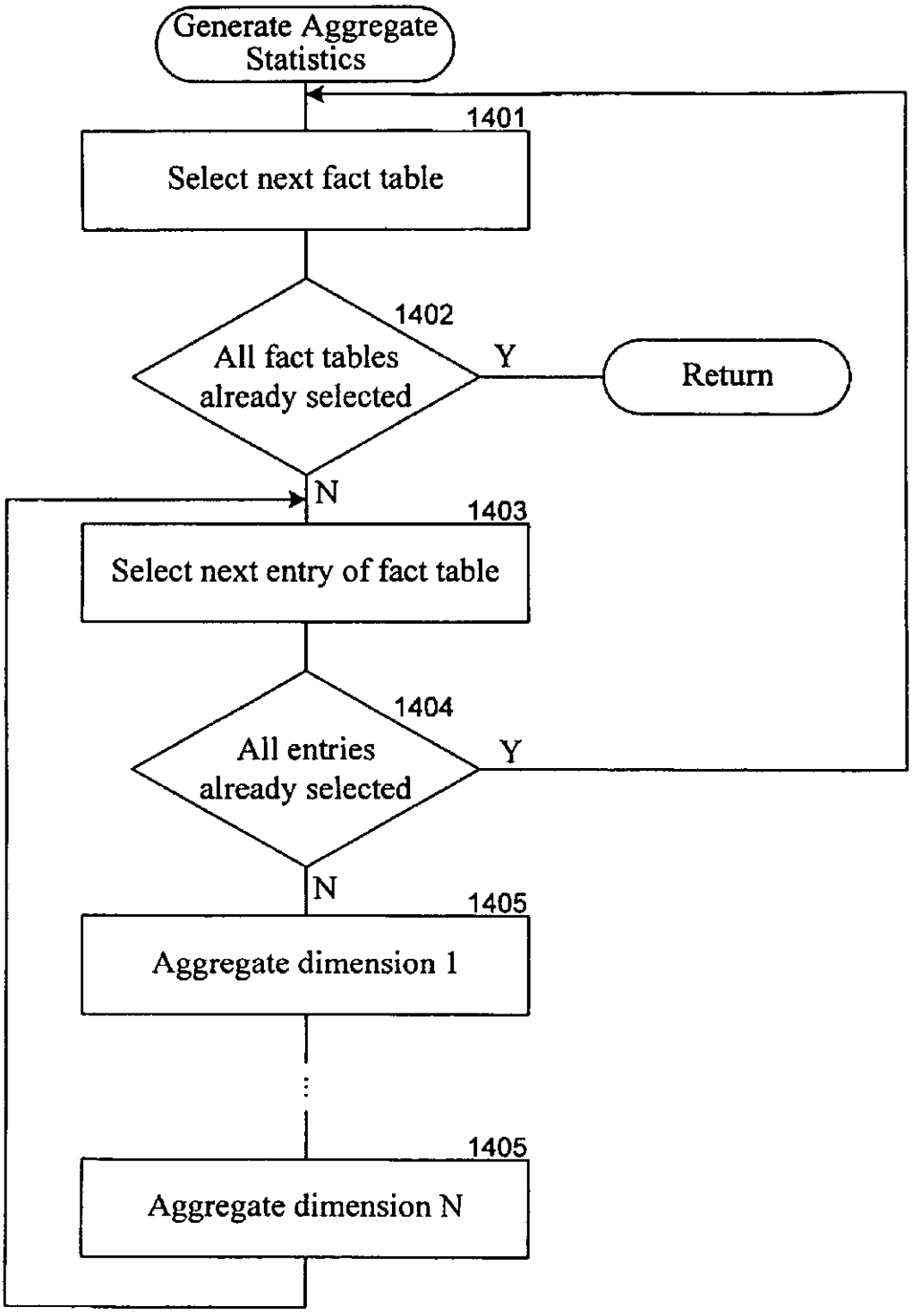

Generate Aggregate Statistics
1401
Select next fact table
1402
All fact tables already selected
Y
Return
N
1403
Select next entry of fact table
1404
All entries already selected
Y
N
1405
Aggregate dimension 1
1405
Aggregate dimension N

Fig. 14

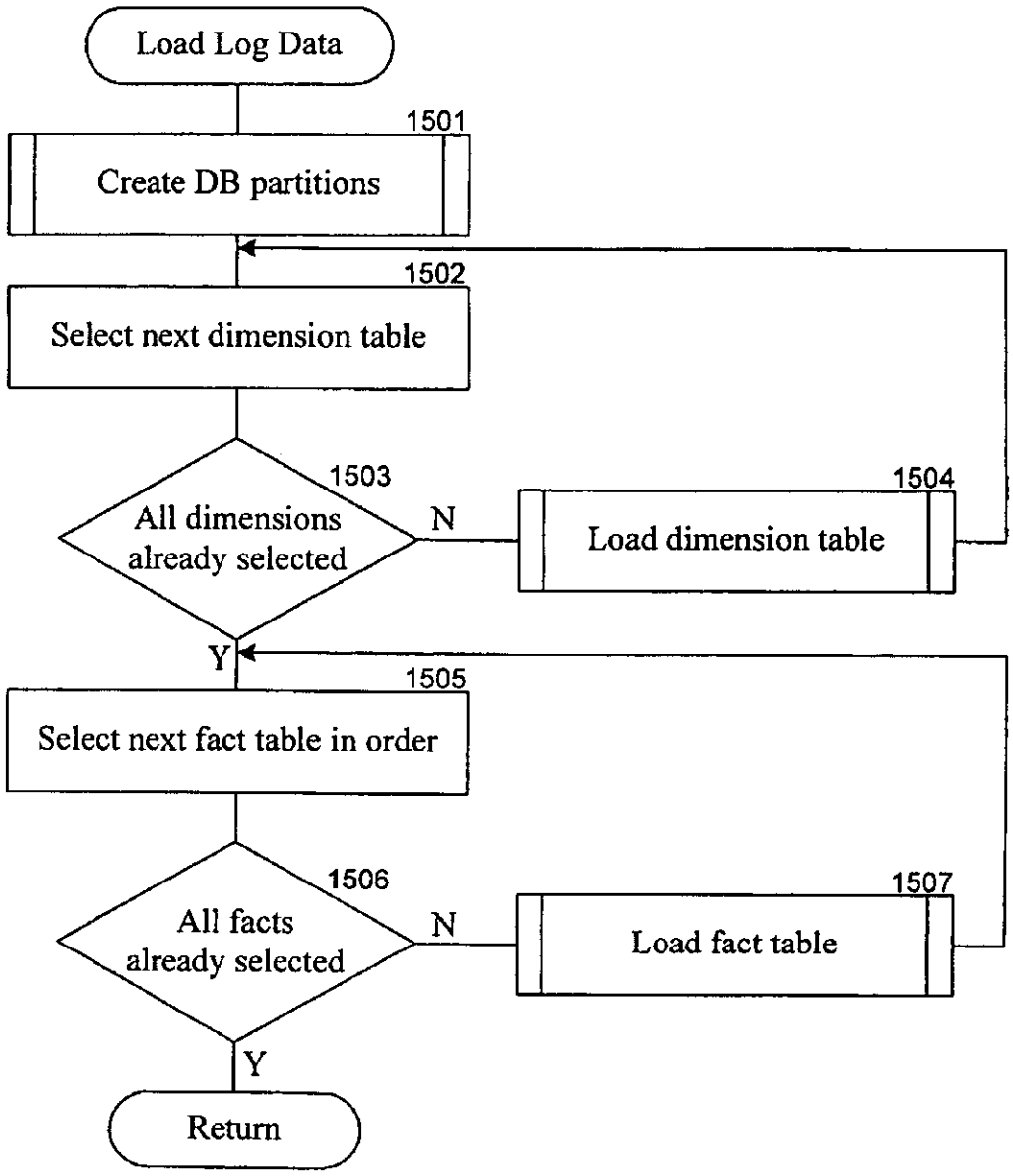

Load Log Data
1501
Create DB partitions
1502
Select next dimension table
1503
All dimensions already selected
N
1504
Load dimension table
Y
1505
Select next fact table in order
1506
All facts already selected
N
1507
Load fact table
Y
Return

Fig. 15

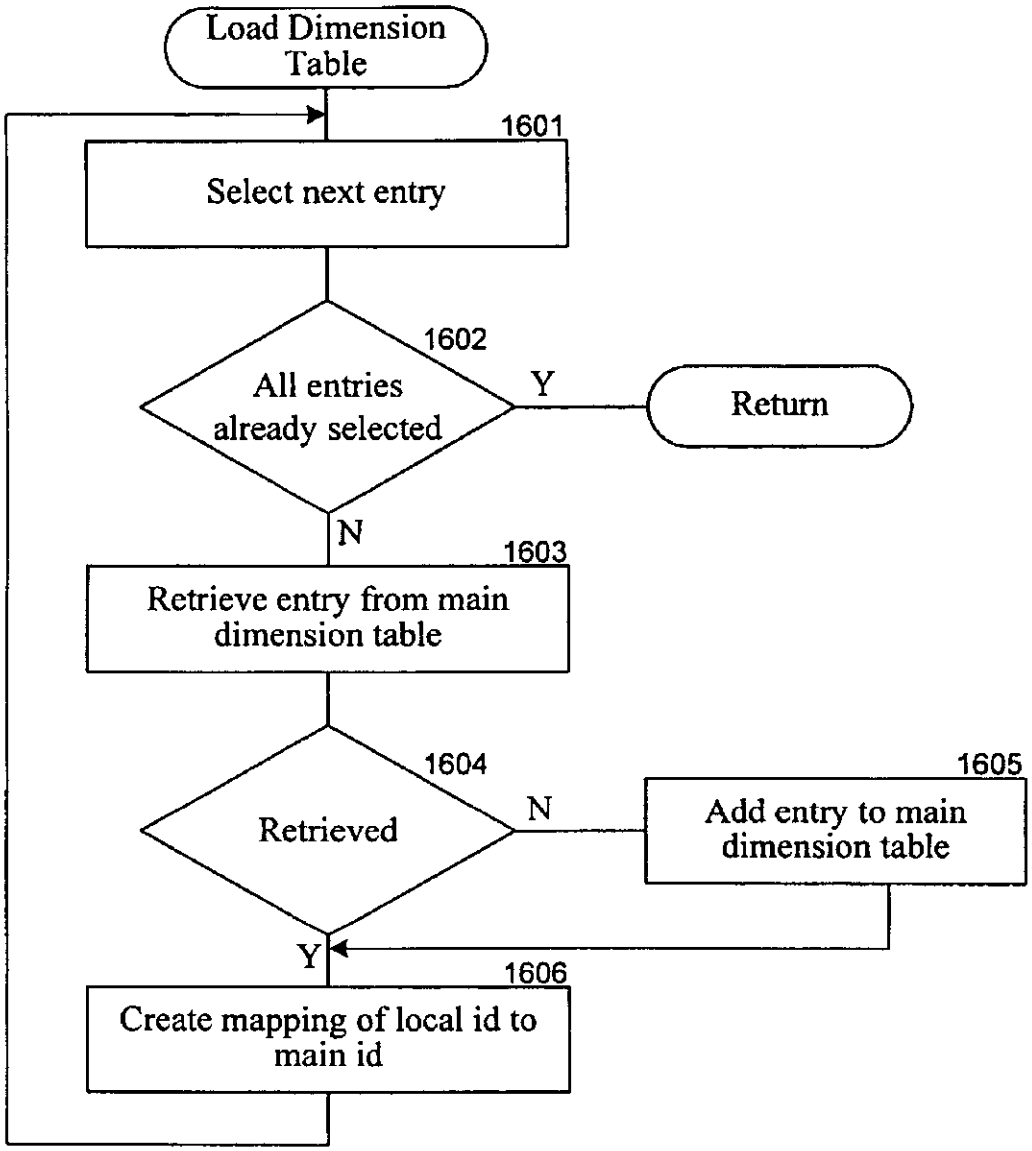

Load Dimension Table
1601
Select next entry
1602
All entries already selected
Y
Return
N
1603
Retrieve entry from main dimension table
1604
Retrieved
N
1605
Add entry to main dimension table
Y
1606
Create mapping of local id to main id

Fig. 16

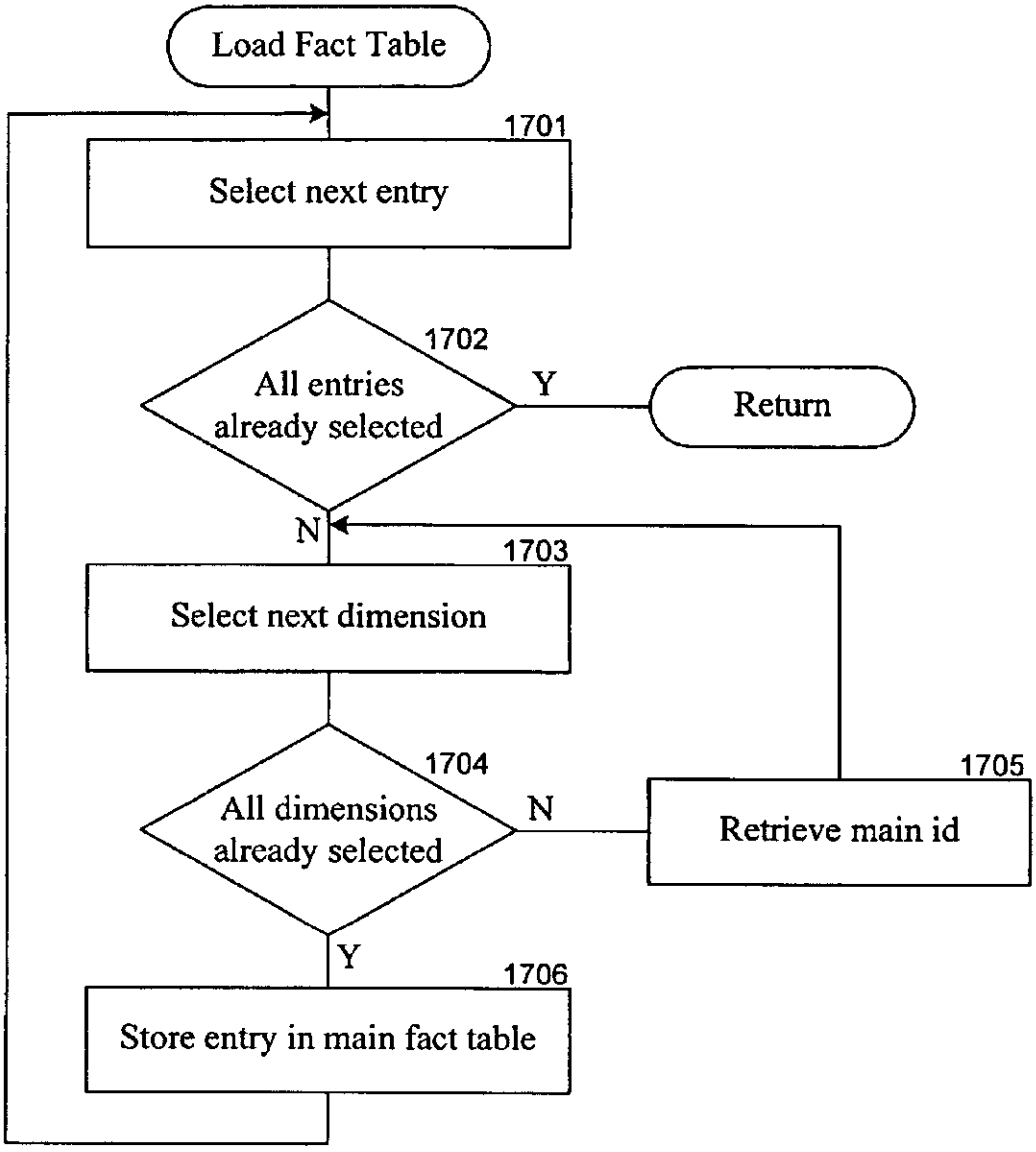

Load Fact Table
1701
Select next entry
1702
All entries already selected
Y
Return
N
1703
Select next dimension
1704
All dimensions already selected
N
1705
Retrieve main id
Y
1706
Store entry in main fact table

Fig. 17

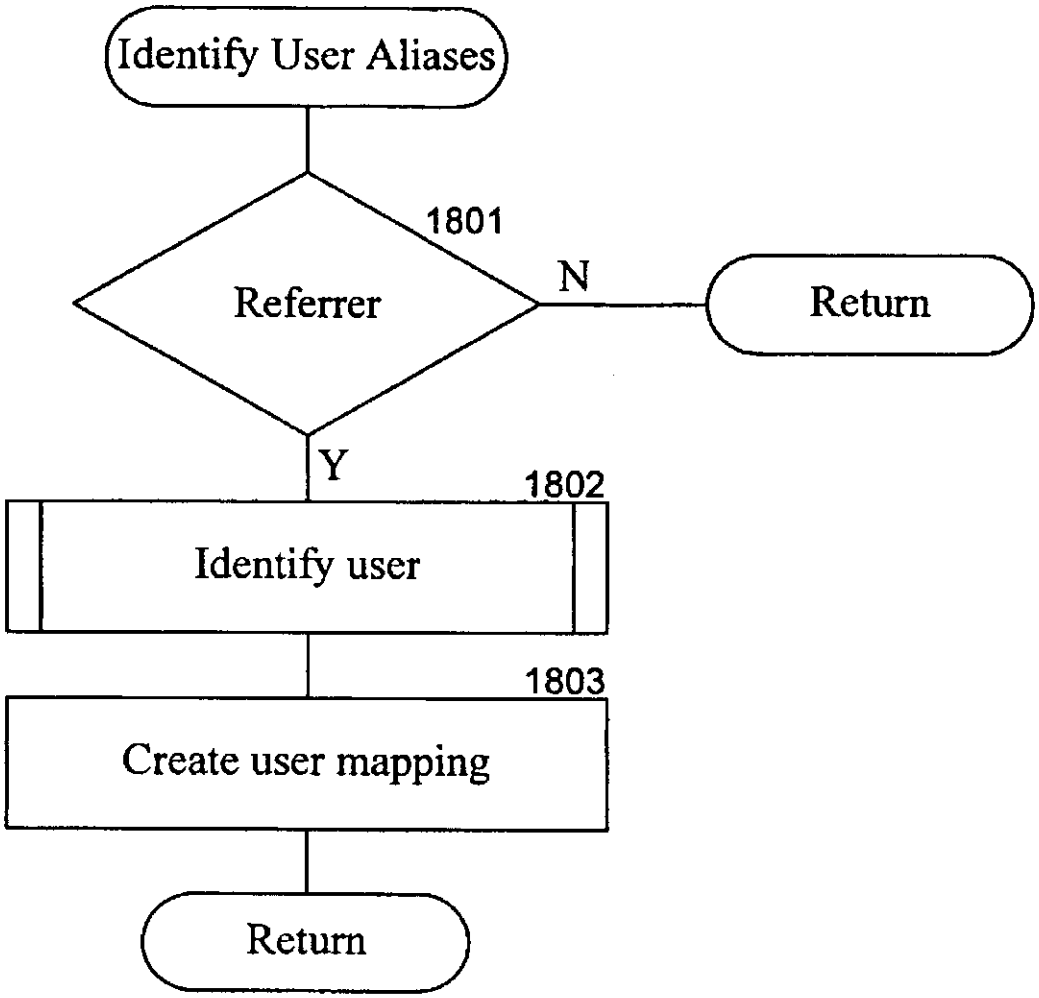

Identify User Aliases
1801
Referrer
N
Return
Y
1802
Identify user
1803
Create user mapping
Return

Fig. 18

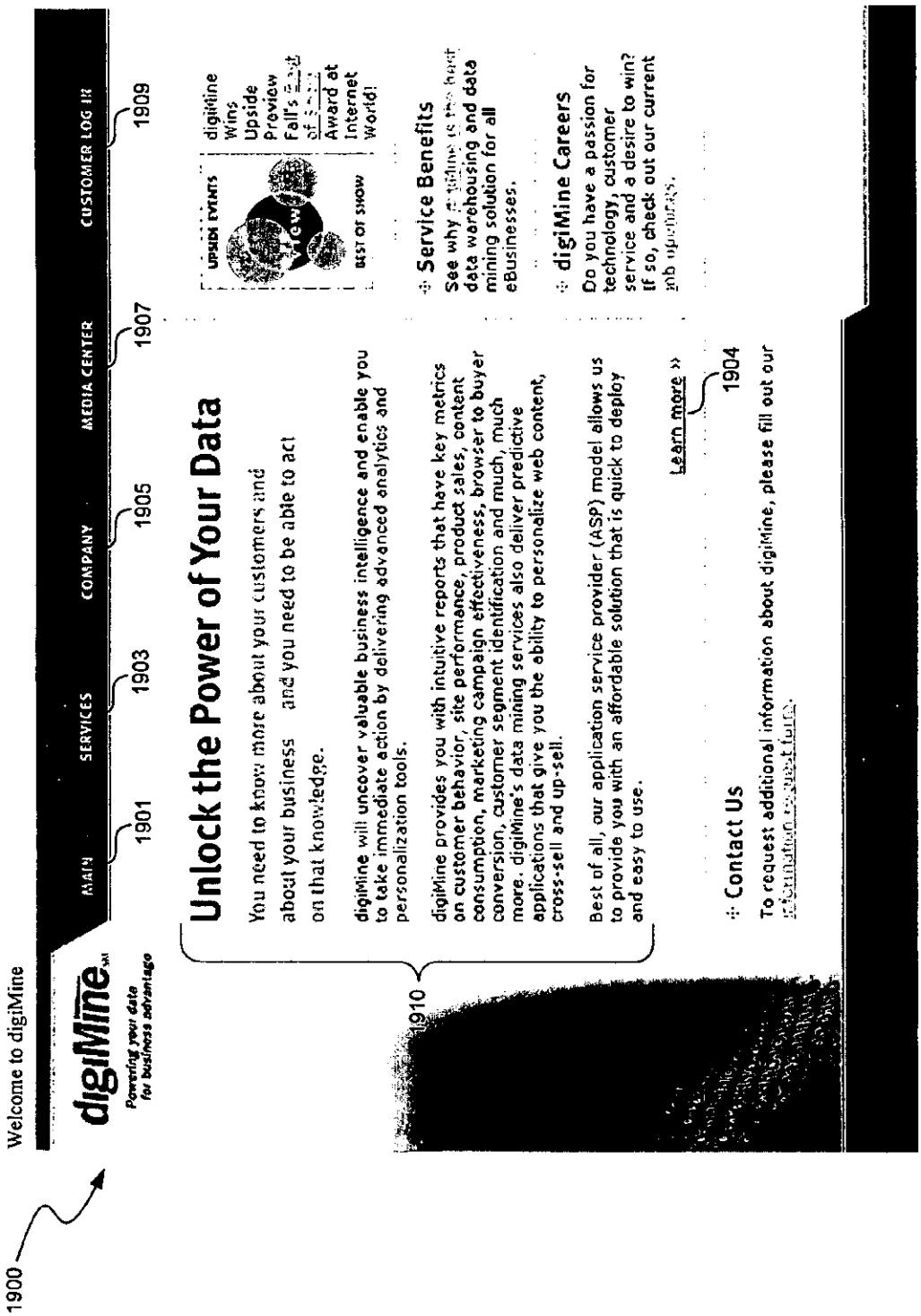

1900
Welcome to digiMine
digiMine
Powering your data for business advantage
MAIN
SERVICES
COMPANY
MEDIA CENTER
CUSTOMER LOG IN
1901
1903
1905
1907
1909
Unlock the Power of Your Data
You need to know more about your customers and about your business and you need to be able to act on that knowledge.
digiMine will uncover valuable business intelligence and enable you to take immediate action by delivering advanced analytics and personalization tools.
digiMine provides you with intuitive reports that have key metrics on customer behavior, site performance, product sales, content consumption, marketing campaign effectiveness, browser to buyer conversion, customer segment identification and much, much more. digiMine's data mining services also deliver predictive applications that give you the ability to personalize web content, cross-sell and up-sell.
Best of all, our application service provider (ASP) model allows us to provide you with an affordable solution that is quick to deploy and easy to use.
Learn more »
1904
Contact Us
To request additional information about digiMine, please fill out our
1910
digiMine Wins Upside Preview Award at Internet World!
Service Benefits
See why digiMine is the best data warehousing and data mining solution for all eBusinesses.
digiMine Careers
Do you have a passion for technology, customer service and a desire to win? If so, check out our current
http://www.digimine.com/

Fig. 19A

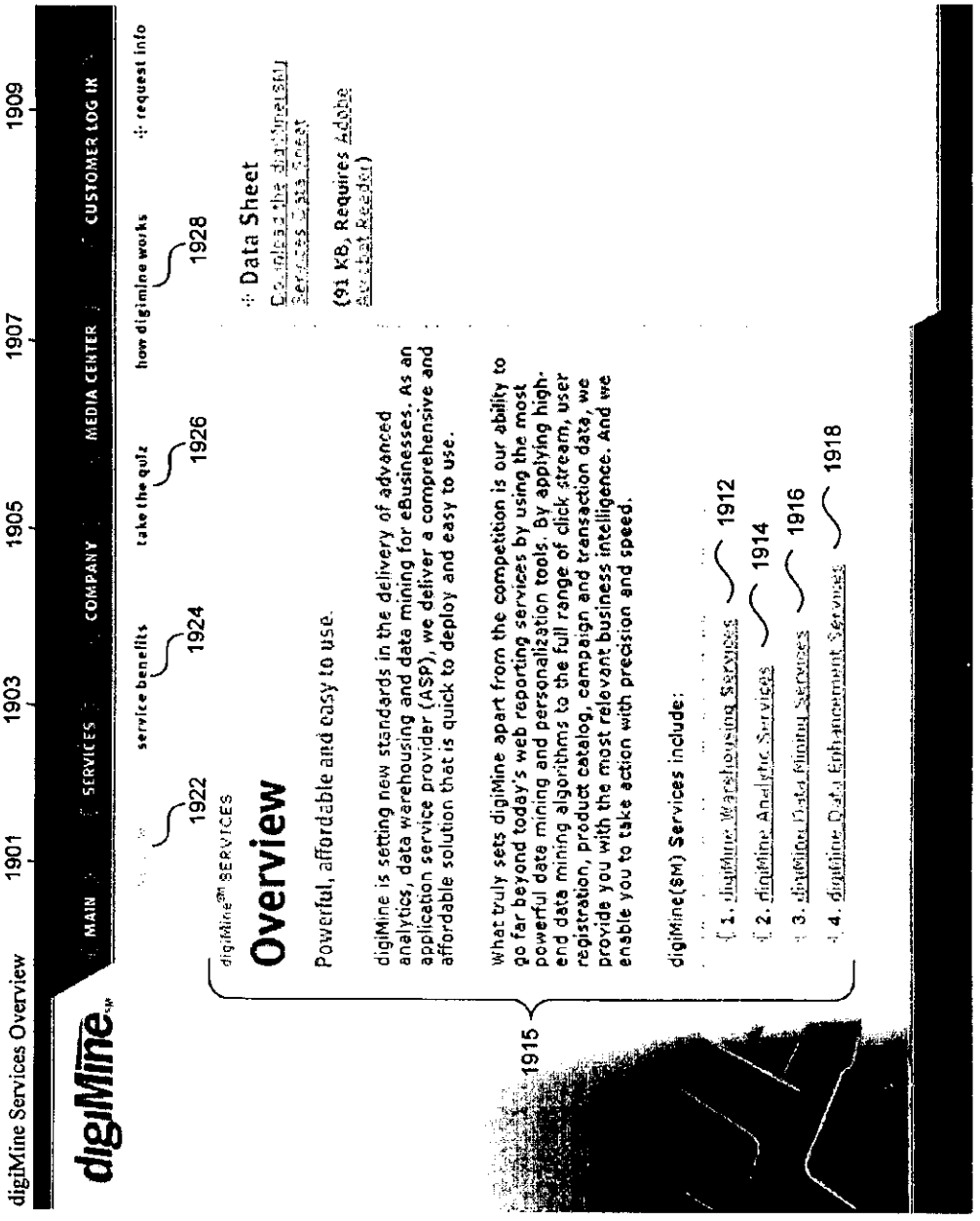

digiMine Services Overview
1901
1903
1905
1907
1909
digiMine
MAIN
SERVICES
COMPANY
MEDIA CENTER
CUSTOMER LOG IN
1922
service benefits
1924
take the quiz
1926
how digimine works
1928
request info
digiMine℠ SERVICES
Overview
Powerful, affordable and easy to use.
digiMine is setting new standards in the delivery of advanced analytics, data warehousing and data mining for eBusinesses. As an application service provider (ASP), we deliver a comprehensive and affordable solution that is quick to deploy and easy to use.
What truly sets digiMine apart from the competition is our ability to go far beyond today's web reporting services by using the most powerful data mining and personalization tools. By applying high-end data mining algorithms to the full range of click stream, user registration, product catalog, campaign and transaction data, we provide you with the most relevant business intelligence. And we enable you to take action with precision and speed.
1915
Data Sheet
(91 KB, Requires Adobe Acrobat Reader)
digiMine(SM) Services include:
1. digiMine Warehousing Services
1912
2. digiMine Analytic Services
1914
3. digiMine Data Mining Services
1916
4. digiMine Data Enhancement Services
1918
http://www.digimine.com/services/

Fig. 19B

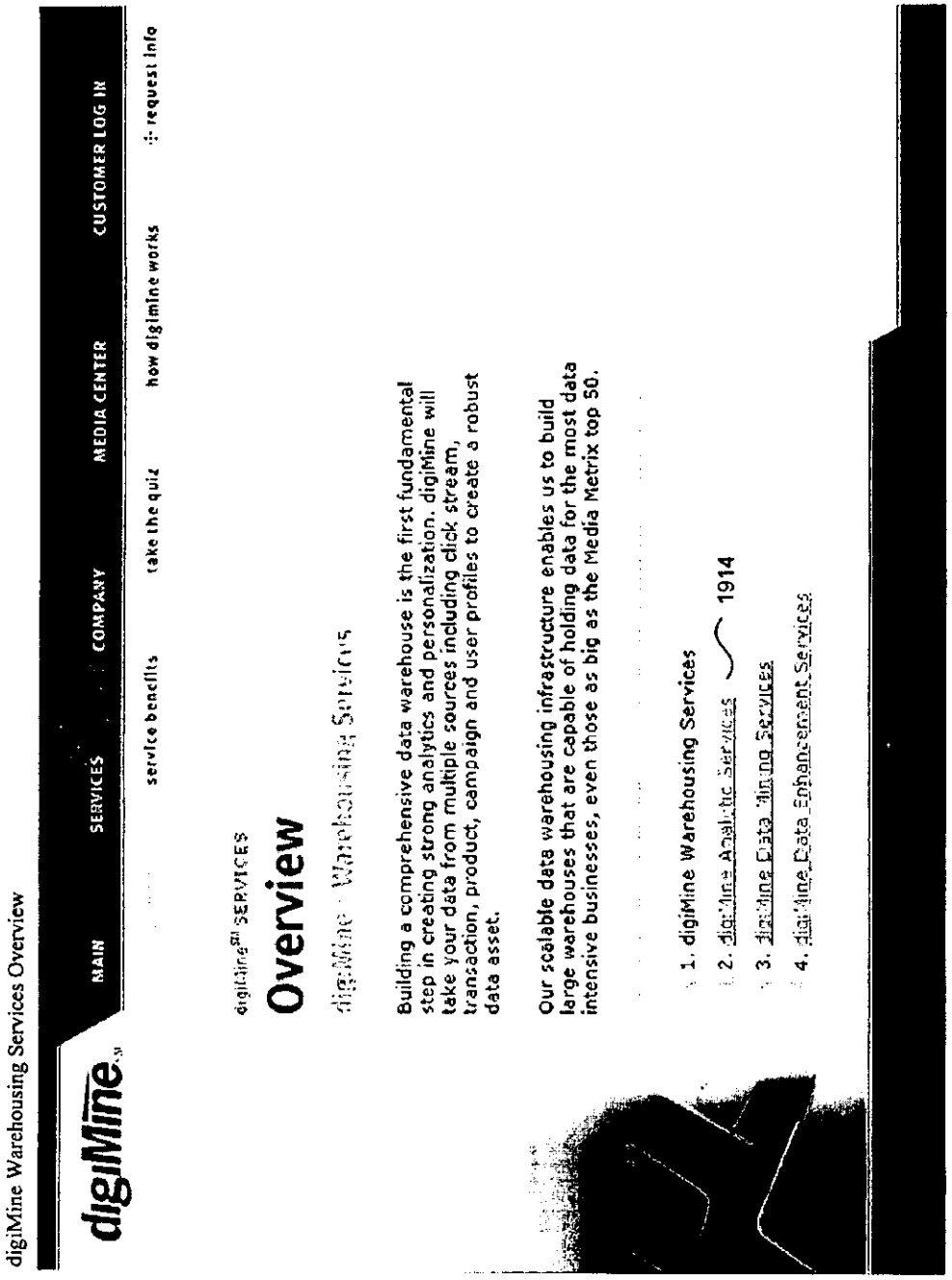

digiMine Warehousing Services Overview
digiMine
MAIN
SERVICES
COMPANY
MEDIA CENTER
CUSTOMER LOG IN
service benefits
take the quiz
how digimine works
request info
digiMine SERVICES
Overview
digiMine Warehousing Services
Building a comprehensive data warehouse is the first fundamental step in creating strong analytics and personalization. digiMine will take your data from multiple sources including click stream, transaction, product, campaign and user profiles to create a robust data asset.
Our scalable data warehousing infrastructure enables us to build large warehouses that are capable of holding data for the most data intensive businesses, even those as big as the Media Metrix top 50.
1. digiMine Warehousing Services
2. digiMine Analytic Services
3. digiMine Data Mining Services
4. digiMine Data Enhancement Services
1914
http://www.digimine.com/services/warehousing.htm
1920

Fig. 19C

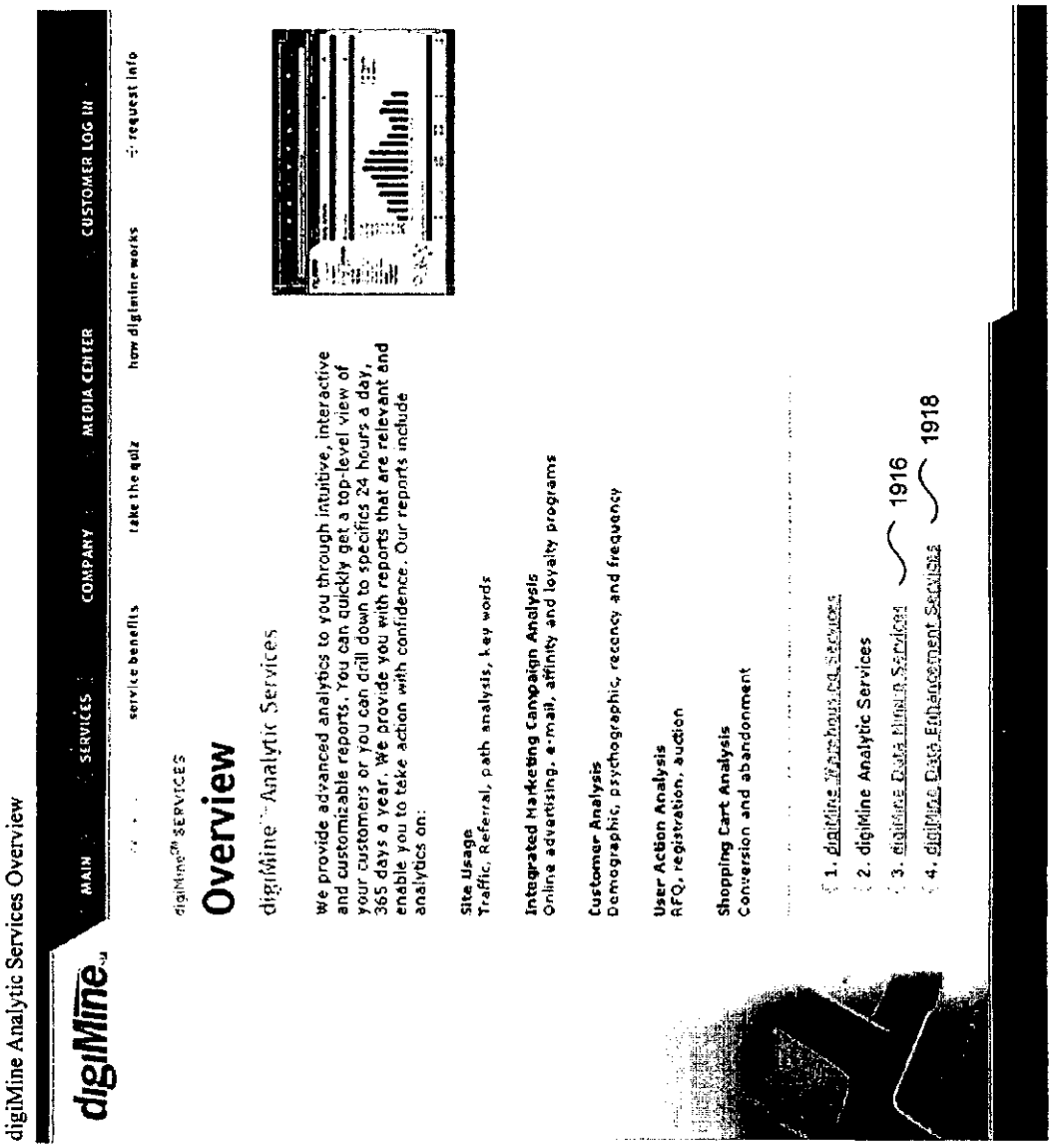

digiMine Analytic Services Overview
digiMine
MAIN
SERVICES
COMPANY
MEDIA CENTER
CUSTOMER LOG IN
service benefits
take the quiz
how digimine works
request info
digiMine® SERVICES
Overview
digiMine™ Analytic Services
We provide advanced analytics to you through intuitive, interactive and customizable reports. You can quickly get a top-level view of your customers or you can drill down to specifics 24 hours a day, 365 days a year. We provide you with reports that are relevant and enable you to take action with confidence. Our reports include analytics on:
Site Usage
Traffic, Referral, path analysis, key words
Integrated Marketing Campaign Analysis
Online advertising, e-mail, affinity and loyalty programs
Customer Analysis
Demographic, psychographic, recency and frequency
User Action Analysis
RFQ, registration, auction
Shopping Cart Analysis
Conversion and abandonment
1. digiMine Warehousing Services
2. digiMine Analytic Services
3. digiMine Data Mining Services
4. digiMine Data Enhancement Services
1916
1918
http://www.digimine.com/services/analytic.htm

Fig. 19D

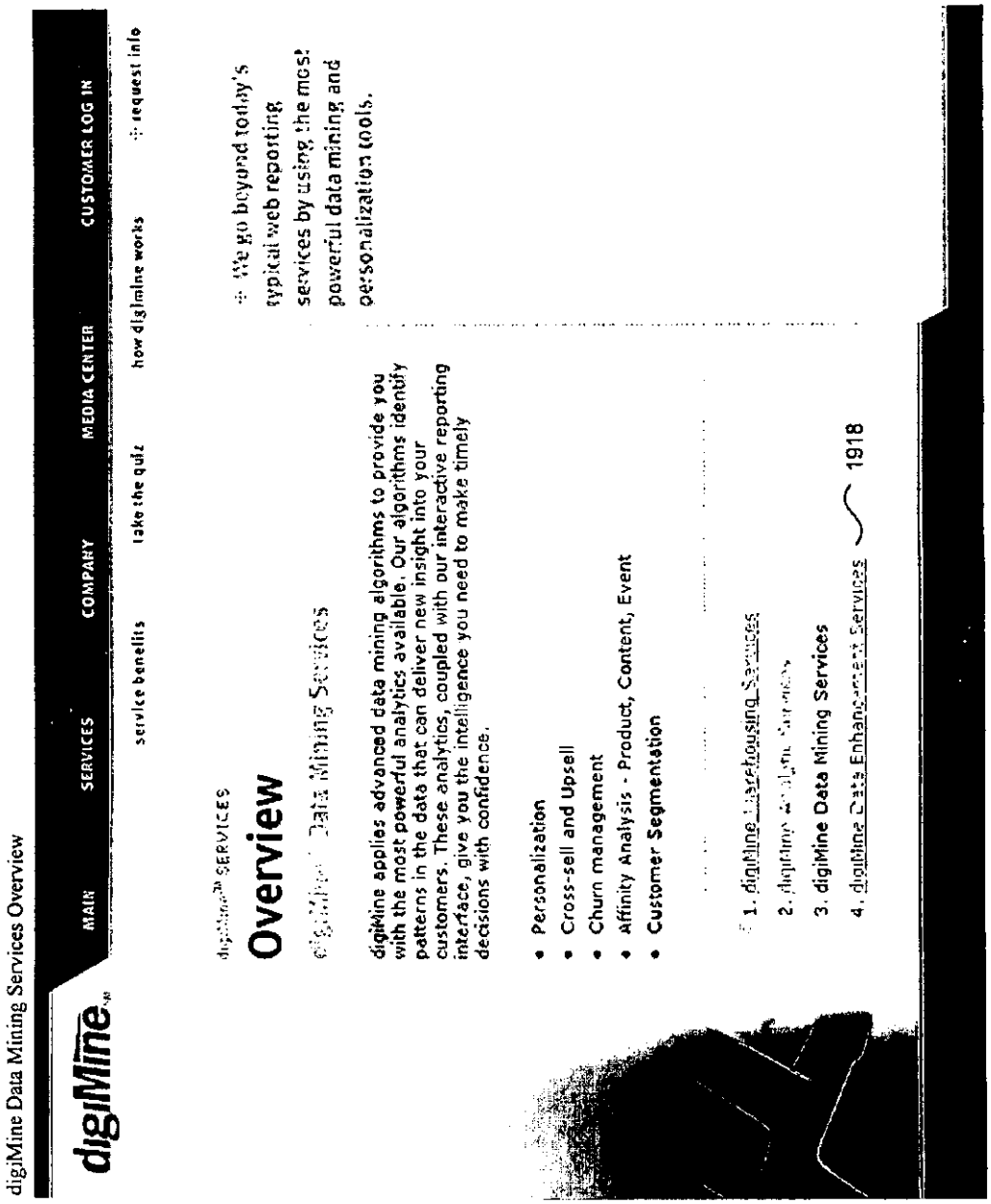

digiMine Data Mining Services Overview
digiMine
MAIN
SERVICES
COMPANY
MEDIA CENTER
CUSTOMER LOG IN
service benefits
take the quiz
how digimine works
request info
SERVICES
Overview
Data Mining Services
digiMine applies advanced data mining algorithms to provide you with the most powerful analytics available. Our algorithms identify patterns in the data that can deliver new insight into your customers. These analytics, coupled with our interactive reporting interface, give you the intelligence you need to make timely decisions with confidence.
We go beyond today's typical web reporting services by using the most powerful data mining and personalization tools.
Personalization
Cross-sell and Upsell
Churn management
Affinity Analysis - Product, Content, Event
Customer Segmentation
1. digiMine Data Warehousing Services
2. digiMine Analytic Services
3. digiMine Data Mining Services
4. digiMine Data Enhancement Services
1918
http://www.digimine.com/services/mining.htm

Fig. 19E

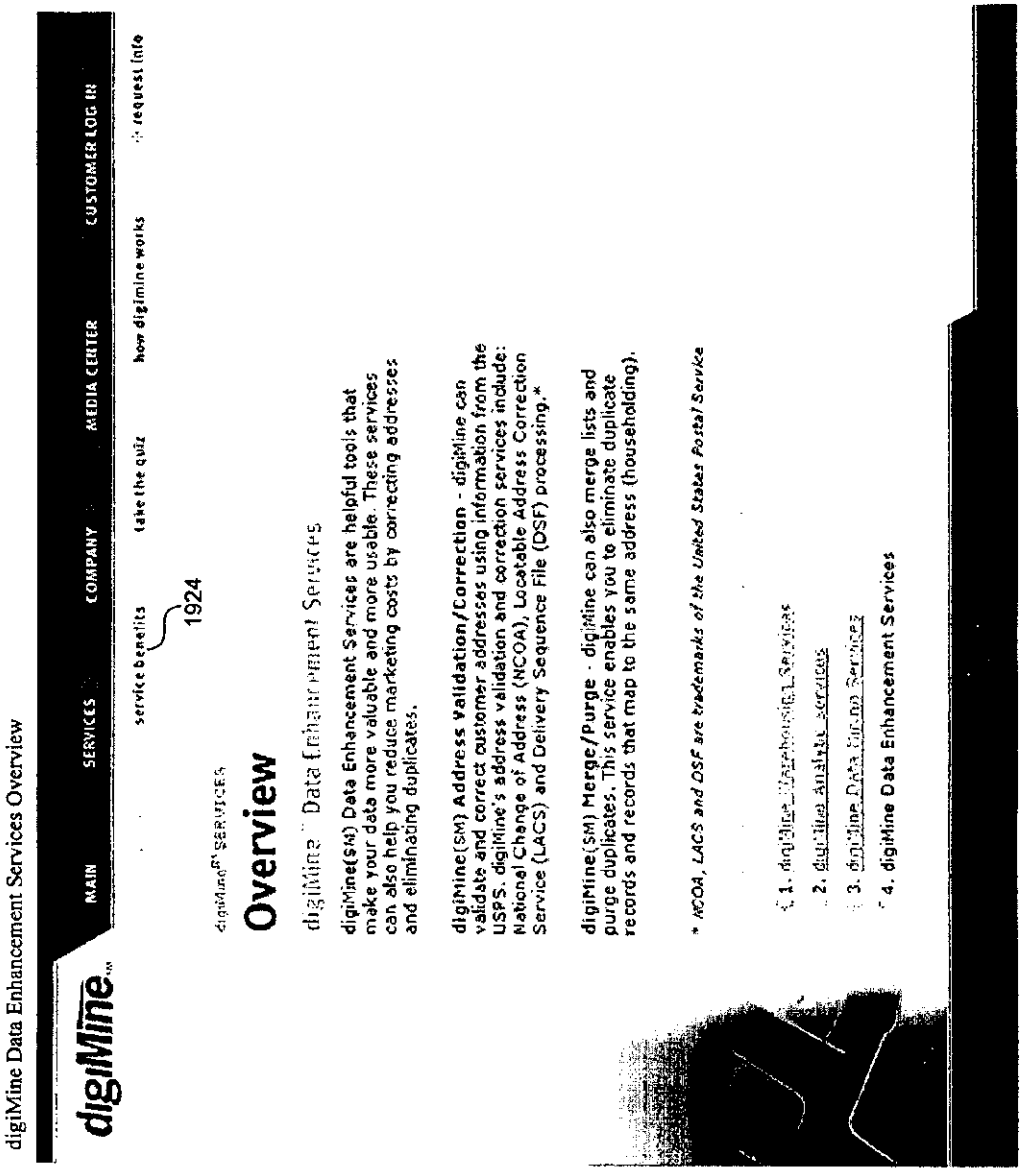

digiMine Data Enhancement Services Overview
digiMine
MAIN
SERVICES
COMPANY
MEDIA CENTER
CUSTOMER LOG IN
service benefits
take the quiz
how digimine works
request info
1924
digiMine SERVICES
Overview
digiMine™ Data Enhancement Services
digiMine(SM) Data Enhancement Services are helpful tools that make your data more valuable and more usable. These services can also help you reduce marketing costs by correcting addresses and eliminating duplicates.
digiMine(SM) Address Validation/Correction - digiMine can validate and correct customer addresses using information from the USPS. digiMine's address validation and correction services include: National Change of Address (NCOA), Locatable Address Correction Service (LACS) and Delivery Sequence File (DSF) processing.*
digiMine(SM) Merge/Purge - digiMine can also merge lists and purge duplicates. This service enables you to eliminate duplicate records and records that map to the same address (householding).
* NCOA, LACS and DSF are trademarks of the United States Postal Service
1. digiMine Warehousing Services
2. digiMine Analytic Services
3. digiMine Data Mining Services
4. digiMine Data Enhancement Services
http://www.digimine.com/services/enhancement.htm

Fig. 19F

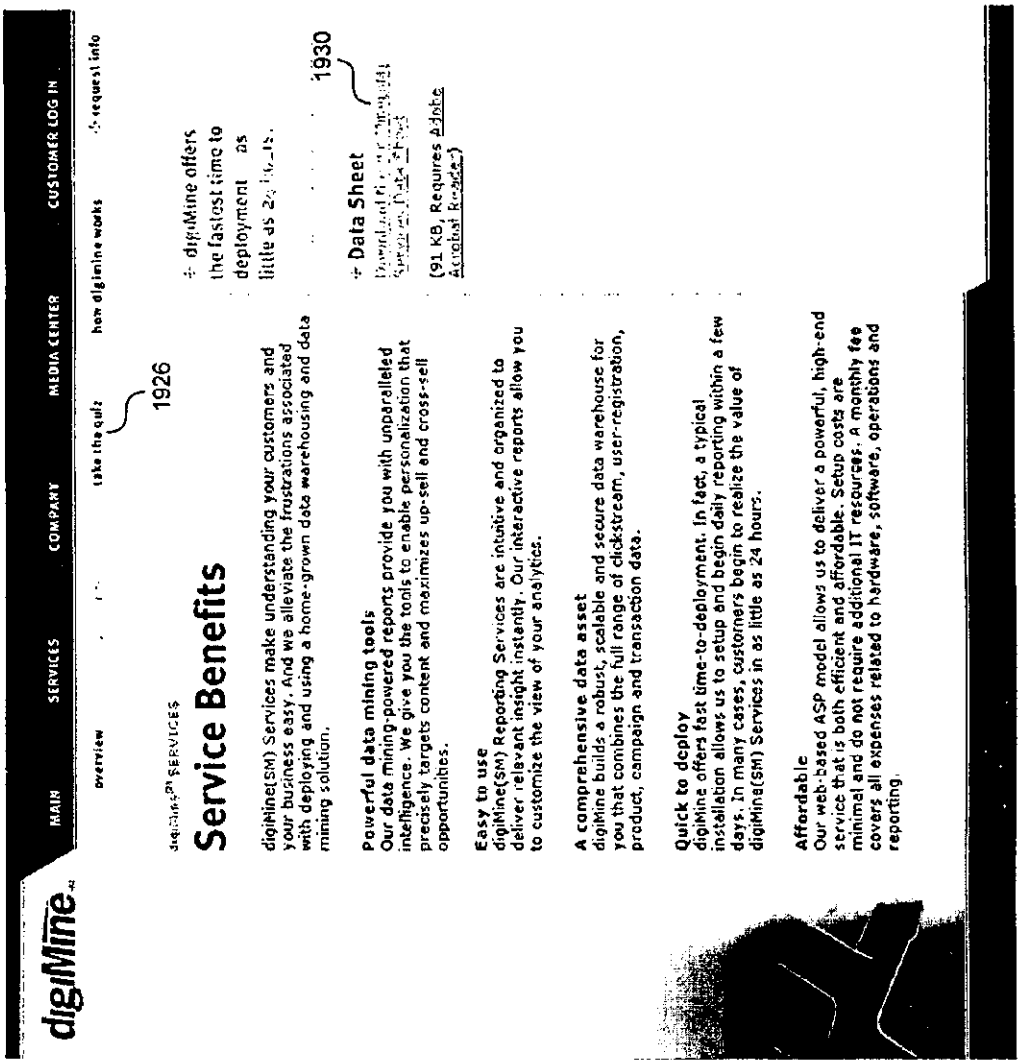

digiMine Service Benefits
digiMine
MAIN
SERVICES
COMPANY
MEDIA CENTER
CUSTOMER LOG IN
overview
take the quiz
how digimine works
request info
1926
Service Benefits
digiMine offers the fastest time to deployment as little as 24 hours.
digiMine(SM) Services make understanding your customers and your business easy. And we alleviate the frustrations associated with deploying and using a home-grown data warehousing and data mining solution.
Data Sheet
1930
(91 KB, Requires Adobe Acrobat Reader)
Powerful data mining tools
Our data mining-powered reports provide you with unparalleled intelligence. We give you the tools to enable personalization that precisely targets content and maximizes up-sell and cross-sell opportunities.
Easy to use
digiMine(SM) Reporting Services are intuitive and organized to deliver relevant insight instantly. Our interactive reports allow you to customize the view of your analytics.
A comprehensive data asset
digiMine builds a robust, scalable and secure data warehouse for you that combines the full range of clickstream, user-registration, product, campaign and transaction data.
Quick to deploy
digiMine offers fast time-to-deployment. In fact, a typical installation allows us to setup and begin daily reporting within a few days. In many cases, customers begin to realize the value of digiMine(SM) Services in as little as 24 hours.
Affordable
Our web-based ASP model allows us to deliver a powerful, high-end service that is both efficient and affordable. Setup costs are minimal and do not require additional IT resources. A monthly fee covers all expenses related to hardware, software, operations and reporting.
http://www.digimine.com/services/servicebenefits.htm

Fig. 19G

Powering your data for business advantage ™

digiMine™

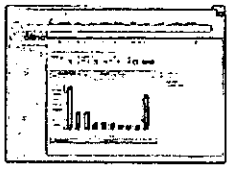
Unlock the Power of Your Data

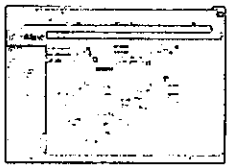
Overview

If you're like most businesses, you are generating huge volumes of valuable data - data that can reveal the likes and dislikes of current and potential customers about your products, services and web site. Do you have the infrastructure and tools in place to turn your data into actionable business intelligence?

digiMine, Inc. is setting new standards in the delivery of powerful analytics and personalization for eBusinesses. Our data mining services provide you with intuitive reports to understand customer behavior, marketing campaign effectiveness, sales trends, browse-to-buy conversion, customer segment identification and much more. digiMine's data mining services also deliver predictive applications that give you the ability to personalize web content, cross-sell and up-sell.

digiMine is the only true ASP (application service provider) for sophisticated data warehousing and data mining solutions. We go far beyond today's web-reporting packages by building a comprehensive data warehouse and by applying data mining tools to the full range of click stream, user registration, product catalog, campaign and transaction data. And our ASP model enables us to provide you with an affordable solution that is quick to deploy and easy to use.





digiMine, Inc.'s reports provide actionable insight into customer behavior.

Service Benefits

Powerful data mining tools

Our data mining, personalized reports provide you with unparalleled intelligence. We give you the tools you need to enable personalization that precisely targets content and maximizes up-sell and cross-sell opportunities.

Comprehensive data asset

We take your multiple sources of data and build a robust data warehouse for you – a fundamental step in extracting the greatest value from your data. Our scalable data warehousing infrastructure enables us to build customer specific warehouses that are capable of holding data for the most data intensive businesses.

Do you know enough about your customers?

1. How many customers came to you site yesterday?
2. How many were lost to competitors?
3. Can you get a list of these new customers and send them a personalized thank you the next day?
4. What are the top 10 most visited product areas on your site?
5. What products should you consider making "loss leaders" to attract new customers?
6. What are your top ten selling products or services? Have they changed in the last month?
7. How many shoppers go through your storefront per season?
8. Which marketing promotions are most effective at driving new customers to your site?
9. Which customers are likely to "churn" and which are loyal shoppers on your site?
10. What is the expected "lifetime value" of your customer?

How many of these questions can you answer today? You're not alone. If you can only answer a few. With digiMine, you will be able to answer these questions and more.

Fig. 19H

Affordable
Our web-based ASP model allows us to deliver a powerful, high-end service that is efficient and affordable. Set-up costs are minimal and do not require additional IT resources. Fixed monthly fees cover all expenses related to hardware, software, operations and reporting.

Easy-to-use
digiMine℠ Reporting Services are intuitive and organized to deliver relevant insight instantly. Our interactive reports allow you to customize your view of your analytics. And you don't have to be a statistician to understand your data.

Quick to deploy
digiMine offers the fastest time to deployment. In fact, a typical installation allows us to setup and begin daily reporting within a few days. In many cases, our customers have full analytics in less than 24 hours.

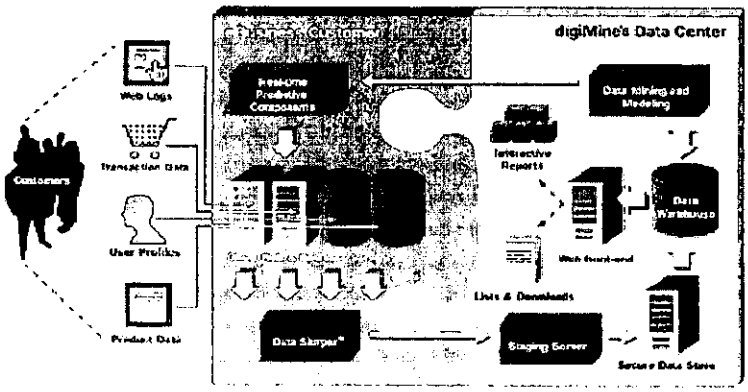
How digiMine Works

digiMine℠ Services do not require you to invest in additional IT resources, nor do we require you to deploy data tags. We simply install a digiMine Slurper™ at your data center that encrypts and compresses your data for transmission at pre-determined times. digiMine's Slurper™ is a simple piece of software that has the ability to pull web server logs and gather data from any OLE-DB-compliant database - from Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall.

Once your data is transferred to digiMine's data center, it is parsed, cleaned and loaded into a secure data warehouse.

digiMine then produces detailed and accurate reports that are delivered 24 hours a day, 7 days a week, 365 days a year. You can access your reports through a dedicated https connection using a standard browser. The reports are completely secure and require user authentication. In fact, as an administrator, you have the ability to set various levels of access permission for different business users in your company. Your data is also made available for export.

digiMine provides data mining services for predictive applications. These predictive components give you the ability to personalize web content and cross-sell or up-sell products. Data mining components run in real-time on your web site or in batch applications, such as targeted e-mail.



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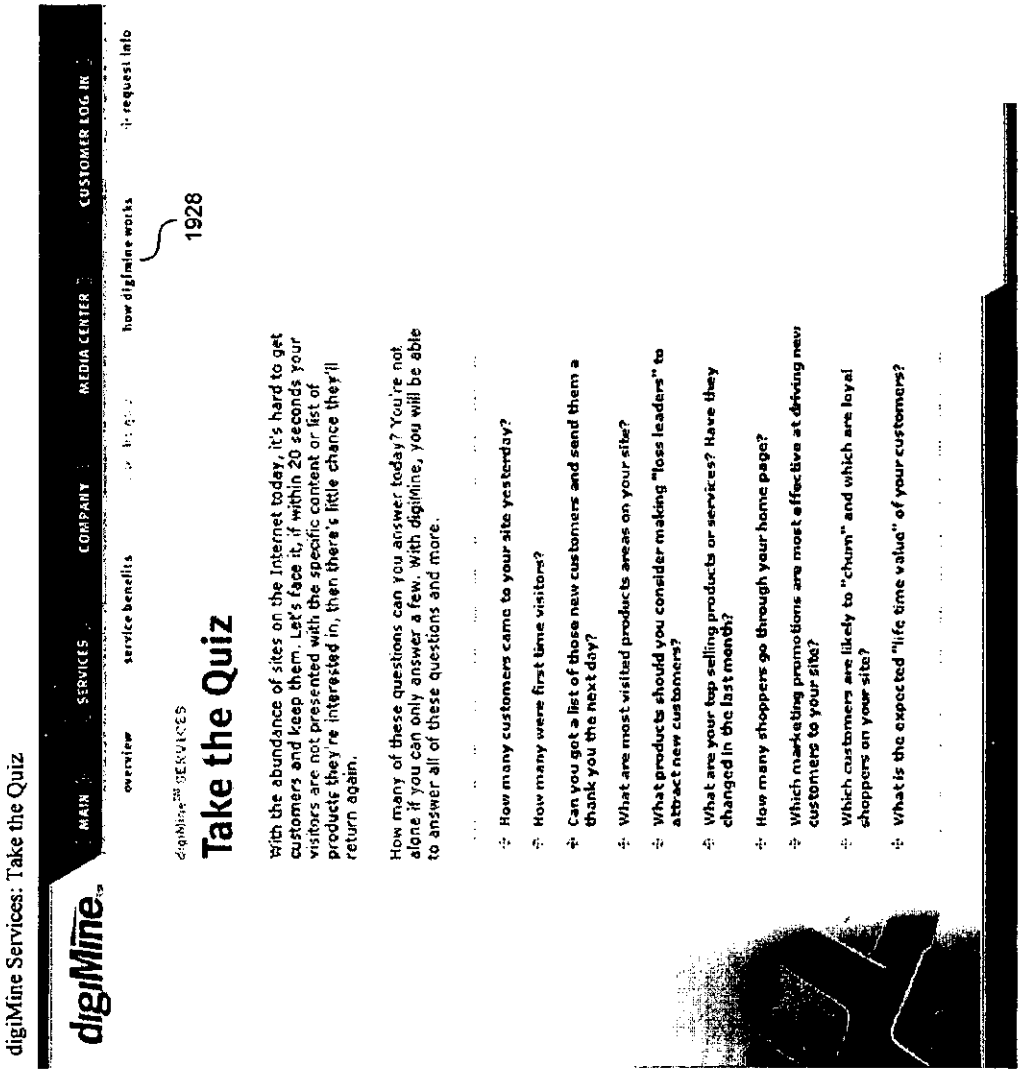
digiMine, Inc.
11250 Kirkland Way
Kirkland, WA 98033
Tel: 425 896 1700
Fax: 425 896 1777
www.digiMine.com

Fig. 19I


digiMine Services: Take the Quiz
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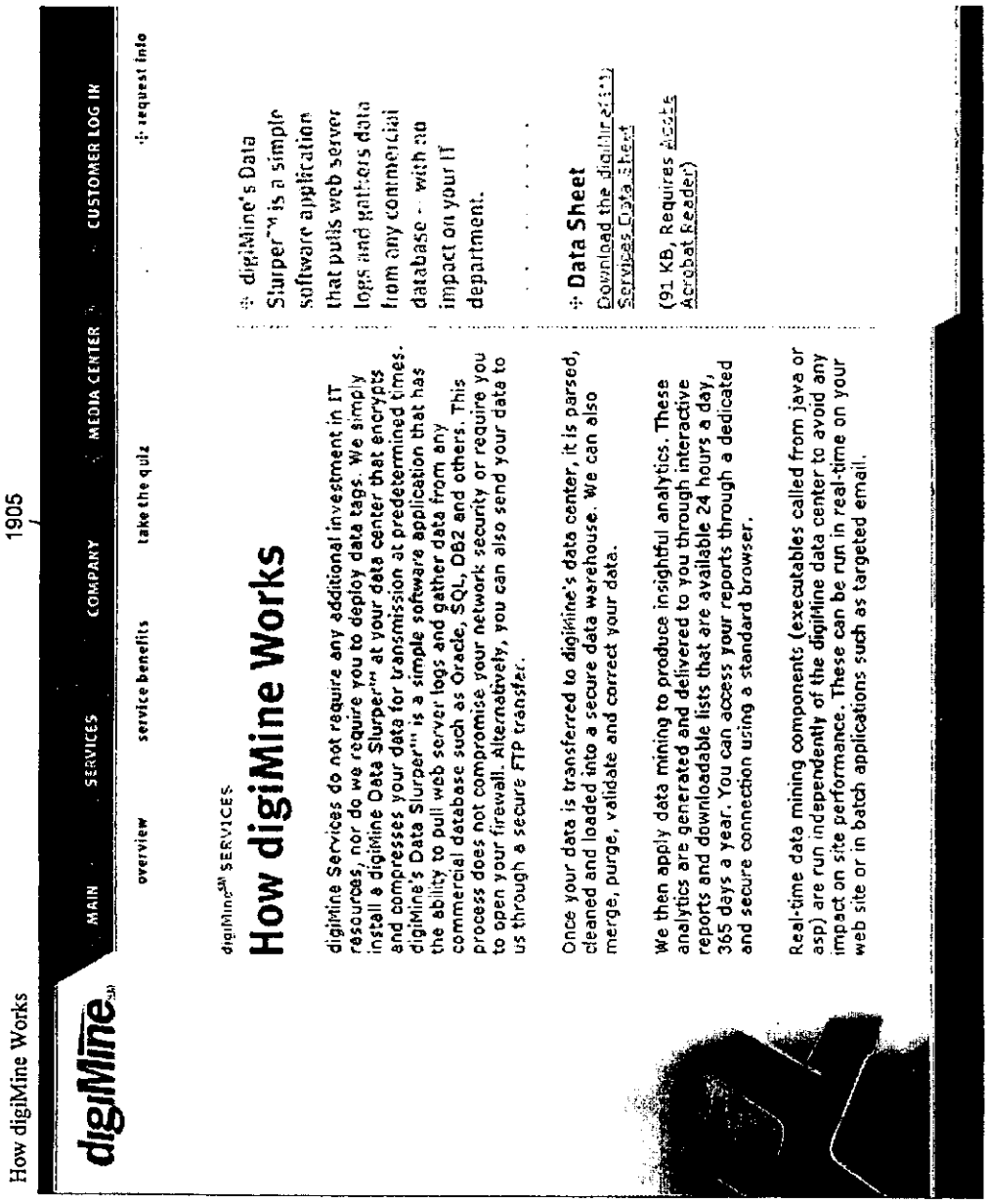
Take the Quiz
With the abundance of sites on the Internet today, it's hard to get customers and keep them. Let's face it, if within 20 seconds your visitors are not presented with the specific content or list of products they're interested in, then there's little chance they'll return again.
How many of these questions can you answer today? You're not alone if you can only answer a few. With digiMine, you will be able to answer all of these questions and more.
How many customers came to your site yesterday?
How many were first time visitors?
Can you get a list of those new customers and send them a thank you the next day?
What are most visited products areas on your site?
What products should you consider making "loss leaders" to attract new customers?
What are your top selling products or services? Have they changed in the last month?
How many shoppers go through your home page?
Which marketing promotions are most effective at driving new customers to your site?
Which customers are likely to "churn" and which are loyal shoppers on your site?
What is the expected "life time value" of your customers?
http://www.digimine.com/services/quiz.htm

Fig. 19J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How digiMine Works
digiMine
MAIN
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overview
service benefits
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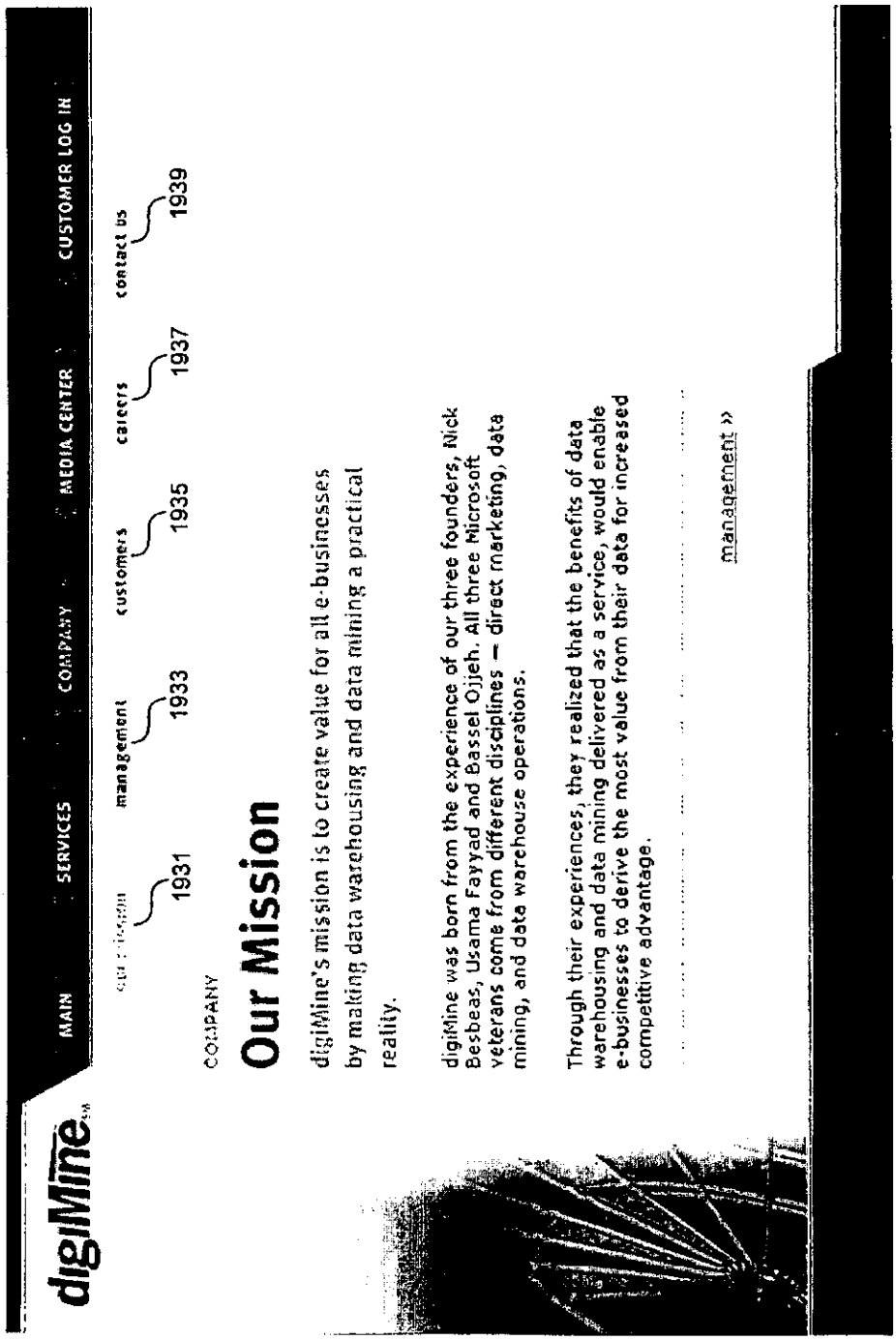
digiMine℠ SERVICES
How digiMine Works
digiMine Services do not require any additional investment in IT resources, nor do we require you to deploy data tags. We simply install a digiMine Data Slurper™ at your data center that encrypts and compresses your data for transmission at predetermined times. digiMine's Data Slurper™ is a simple software application that has the ability to pull web server logs and gather data from any commercial database such as Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall. Alternatively, you can also send your data to us through a secure FTP transfer.
Once your data is transferred to digiMine's data center, it is parsed, cleaned and loaded into a secure data warehouse. We can also merge, purge, validate and correct your data.
We then apply data mining to produce insightful analytics. These analytics are generated and delivered to you through interactive reports and downloadable lists that are available 24 hours a day, 365 days a year. You can access your reports through a dedicated and secure connection using a standard browser.
Real-time data mining components (executables called from Java or asp) are run independently of the digiMine data center to avoid any impact on site performance. These can be run in real-time on your web site or in batch applications such as targeted email.
digiMine's Data Slurper™ is a simple software application that pulls web server logs and gathers data from any commercial database - with no impact on your IT department.
Data Sheet
Download the digiMine's Services Data Sheet
(91 KB, Requires Adobe Acrobat Reader)
http://www.digimine.com/services/howworks.htm

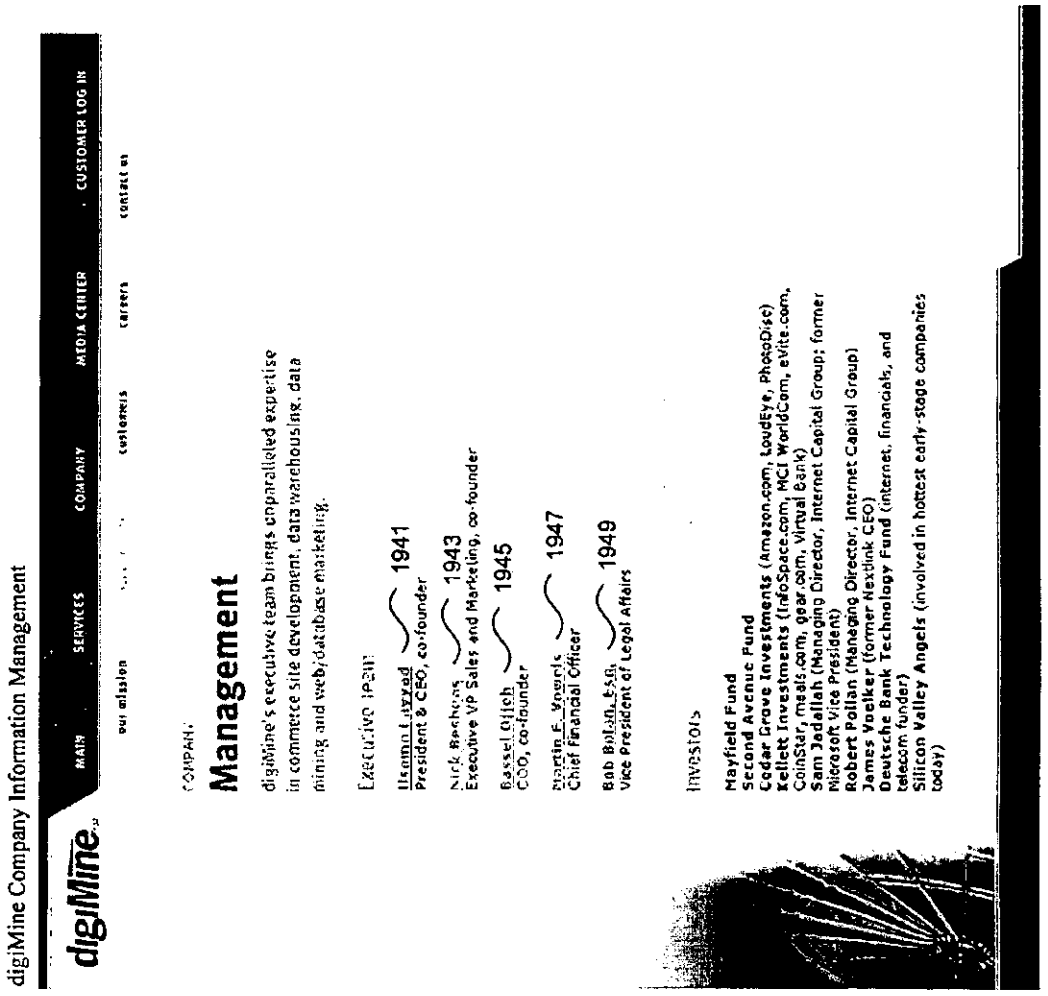
Fig. 19K

digiMine Company Information



http://www.digimine.com/company/

Fig. 19L


digiMine Company Information Management
digiMine
MAIN
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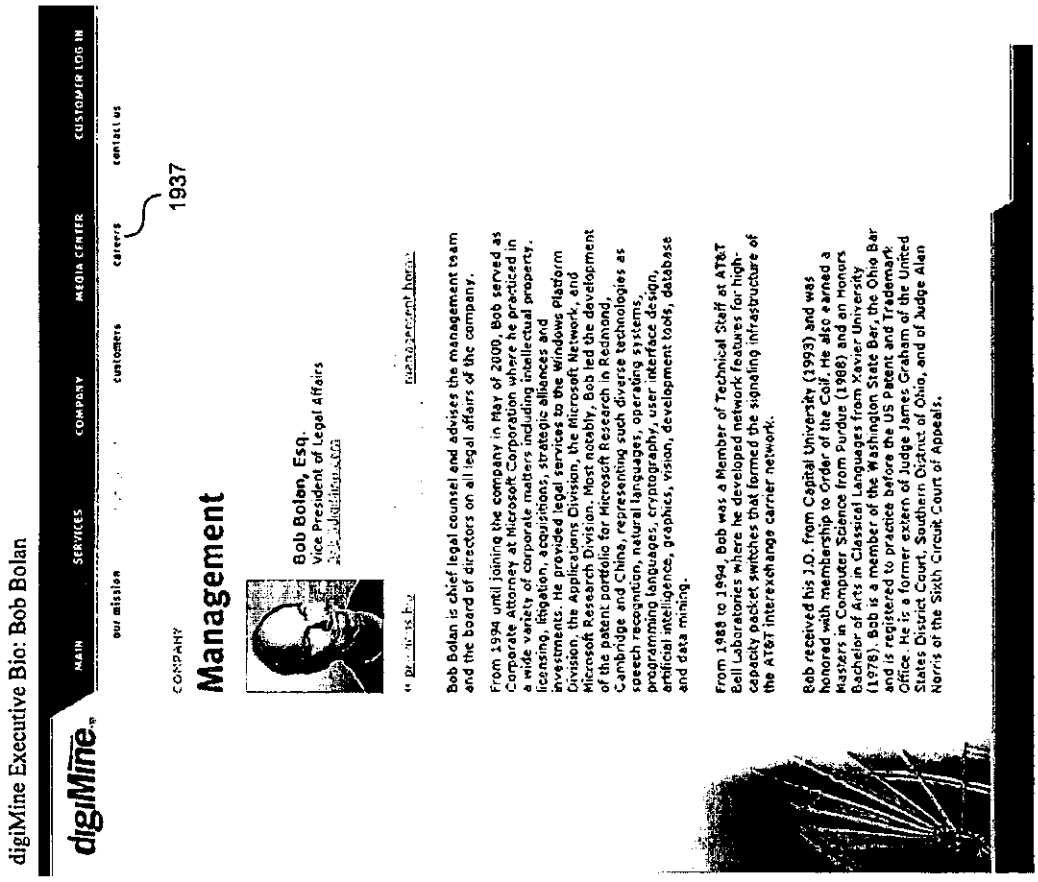
CUSTOMER LOG IN
our mission
customers
careers
contact us
COMPANY
Management
digiMine's executive team brings unparalleled expertise in commerce site development, data warehousing, data mining and web/database marketing.
Executive Team
Usama Fayyad
President & CEO, co-founder
1941
Nick Bachelor
Executive VP Sales and Marketing, co-founder
1943
Bassel Ojjeh
COO, co-founder
1945
Martin E. Vogels
Chief Financial Officer
1947
Bob Bolan, Esq.
Vice President of Legal Affairs
1949
Investors
Mayfield Fund
Second Avenue Fund
Cedar Grove Investments (Amazon.com, LoudEye, PhotoDisc)
Kellett Investments (InfoSpace.com, MCI WorldCom, eVite.com, CoinStar, meals.com, gear.com, Virtual Bank)
Sam Jadallah (Managing Director, Internet Capital Group; former Microsoft Vice President)
Robert Pollan (Managing Director, Internet Capital Group)
James Voelker (former Nextlink CEO)
Deutsche Bank Technology Fund (internet, financials, and telecom funder)
Silicon Valley Angels (involved in hottest early-stage companies today)
http://www.digimine.com/company/management.htm

Fig. 19M


digiMine Executive Bio: Bob Bolan
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careers
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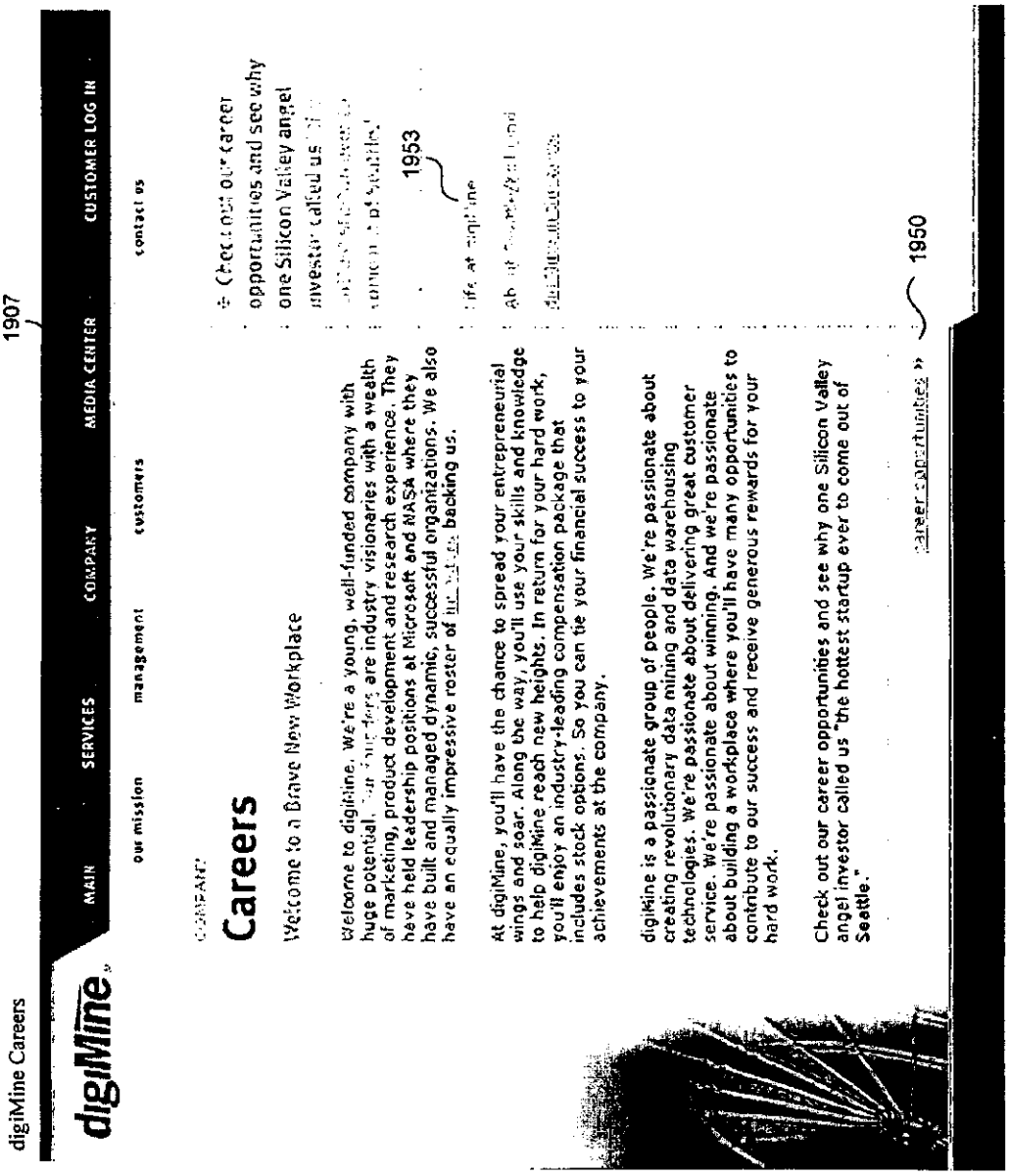
COMPANY
Management
Bob Bolan, Esq.
Vice President of Legal Affairs
management team
Bob Bolan is chief legal counsel and advises the management team and the board of directors on all legal affairs of the company.
From 1994 until joining the company in May of 2000, Bob served as Corporate Attorney at Microsoft Corporation where he practiced in a wide variety of corporate matters including intellectual property, licensing, litigation, acquisitions, strategic alliances and investments. He provided legal services to the Windows Platform Division, the Applications Division, the Microsoft Network, and Microsoft Research Division. Most notably, Bob led the development of the patent portfolio for Microsoft Research in Redmond, Cambridge and China, representing such diverse technologies as speech recognition, natural languages, operating systems, programming languages, cryptography, user interface design, artificial intelligence, graphics, vision, development tools, database and data mining.
From 1988 to 1994, Bob was a Member of Technical Staff at AT&T Bell Laboratories where he developed network features for high-capacity packet switches that formed the signaling infrastructure of the AT&T interexchange carrier network.
Bob received his J.D. from Capital University (1993) and was honored with membership to Order of the Coif. He also earned a Masters in Computer Science from Purdue (1988) and an Honors Bachelor of Arts in Classical Languages from Xavier University (1978). Bob is a member of the Washington State Bar, the Ohio Bar and is registered to practice before the US Patent and Trademark Office. He is a former extern of Judge James Graham of the United States District Court, Southern District of Ohio, and of Judge Alan Norris of the Sixth Circuit Court of Appeals.
http://www.digimine.com/company/BobBolan.htm

Fig. 19N


digiMine Careers
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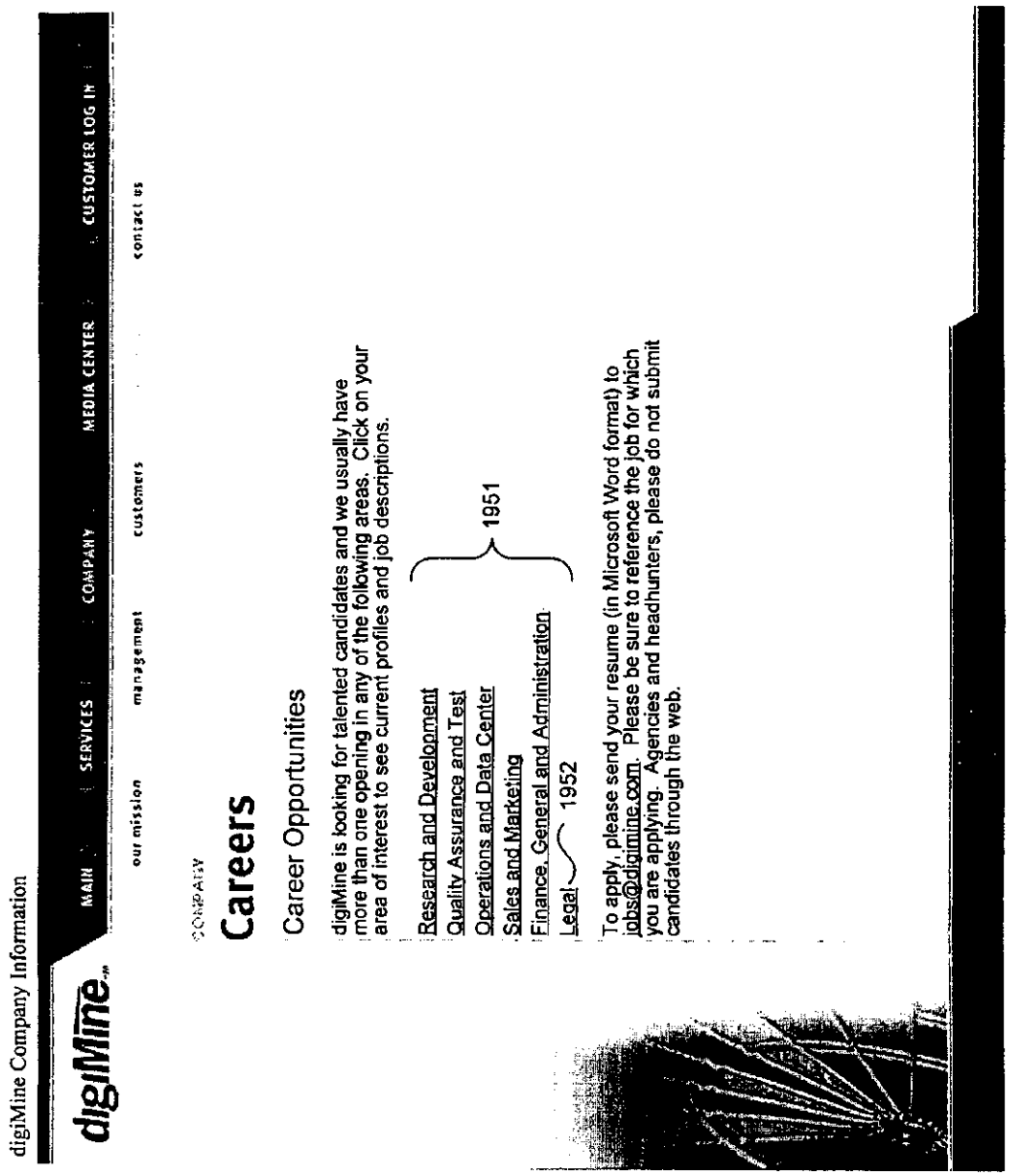
Careers
Welcome to a Brave New Workplace
Welcome to digiMine. We're a young, well-funded company with huge potential. Our founders are industry visionaries with a wealth of marketing, product development and research experience. They have held leadership positions at Microsoft and NASA where they have built and managed dynamic, successful organizations. We also have an equally impressive roster of investors backing us.
At digiMine, you'll have the chance to spread your entrepreneurial wings and soar. Along the way, you'll use your skills and knowledge to help digiMine reach new heights. In return for your hard work, you'll enjoy an industry-leading compensation package that includes stock options. So you can tie your financial success to your achievements at the company.
digiMine is a passionate group of people. We're passionate about creating revolutionary data mining and data warehousing technologies. We're passionate about delivering great customer service. We're passionate about winning. And we're passionate about building a workplace where you'll have many opportunities to contribute to our success and receive generous rewards for your hard work.
Check out our career opportunities and see why one Silicon Valley angel investor called us "the hottest startup ever to come out of Seattle."
career opportunities »
1950
1953
http://www.digimine.com/company/careers/
1920

Fig. 19O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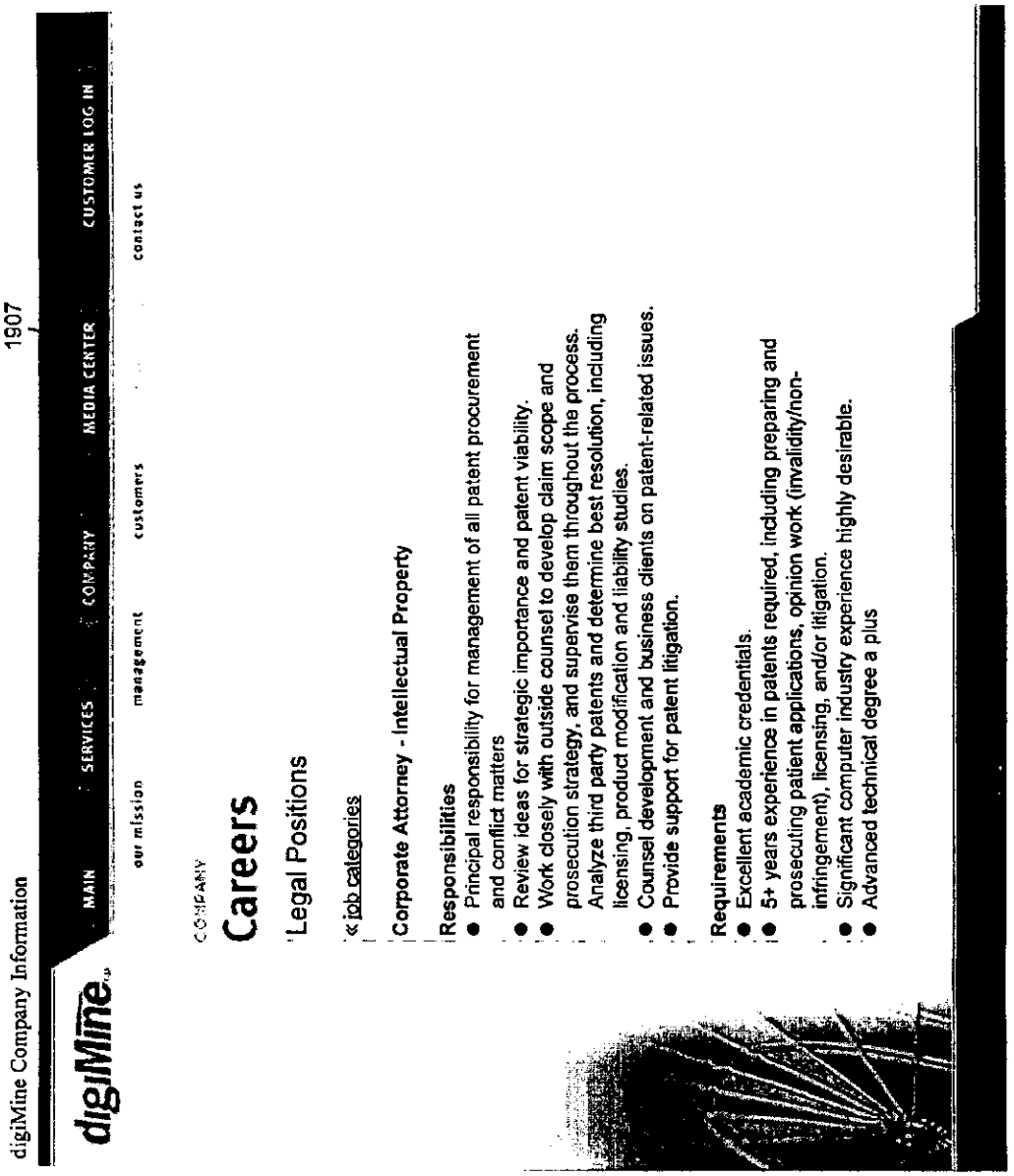
COMPANY
Careers
Career Opportunities
digiMine is looking for talented candidates and we usually have more than one opening in any of the following areas. Click on your area of interest to see current profiles and job descriptions.
Research and Development
Quality Assurance and Test
Operations and Data Center
Sales and Marketing
Finance, General and Administration
Legal
1951
1952
To apply, please send your resume (in Microsoft Word format) to jobs@digimine.com. Please be sure to reference the job for which you are applying. Agencies and headhunters, please do not submit candidates through the web.
http://www.digimine.com/company/careers/jobopps.htm

Fig. 19P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Careers
Legal Positions
« job categories
Corporate Attorney - Intellectual Property
Responsibilities
Principal responsibility for management of all patent procurement and conflict matters
Review ideas for strategic importance and patent viability.
Work closely with outside counsel to develop claim scope and prosecution strategy, and supervise them throughout the process. Analyze third party patents and determine best resolution, including licensing, product modification and liability studies.
Counsel development and business clients on patent-related issues.
Provide support for patent litigation.
Requirements
Excellent academic credentials.
5+ years experience in patents required, including preparing and prosecuting patient applications, opinion work (invalidity/non-infringement), licensing, and/or litigation.
Significant computer industry experience highly desirable.
Advanced technical degree a plus
http://www.digimine.com/company/careers/legal.htm
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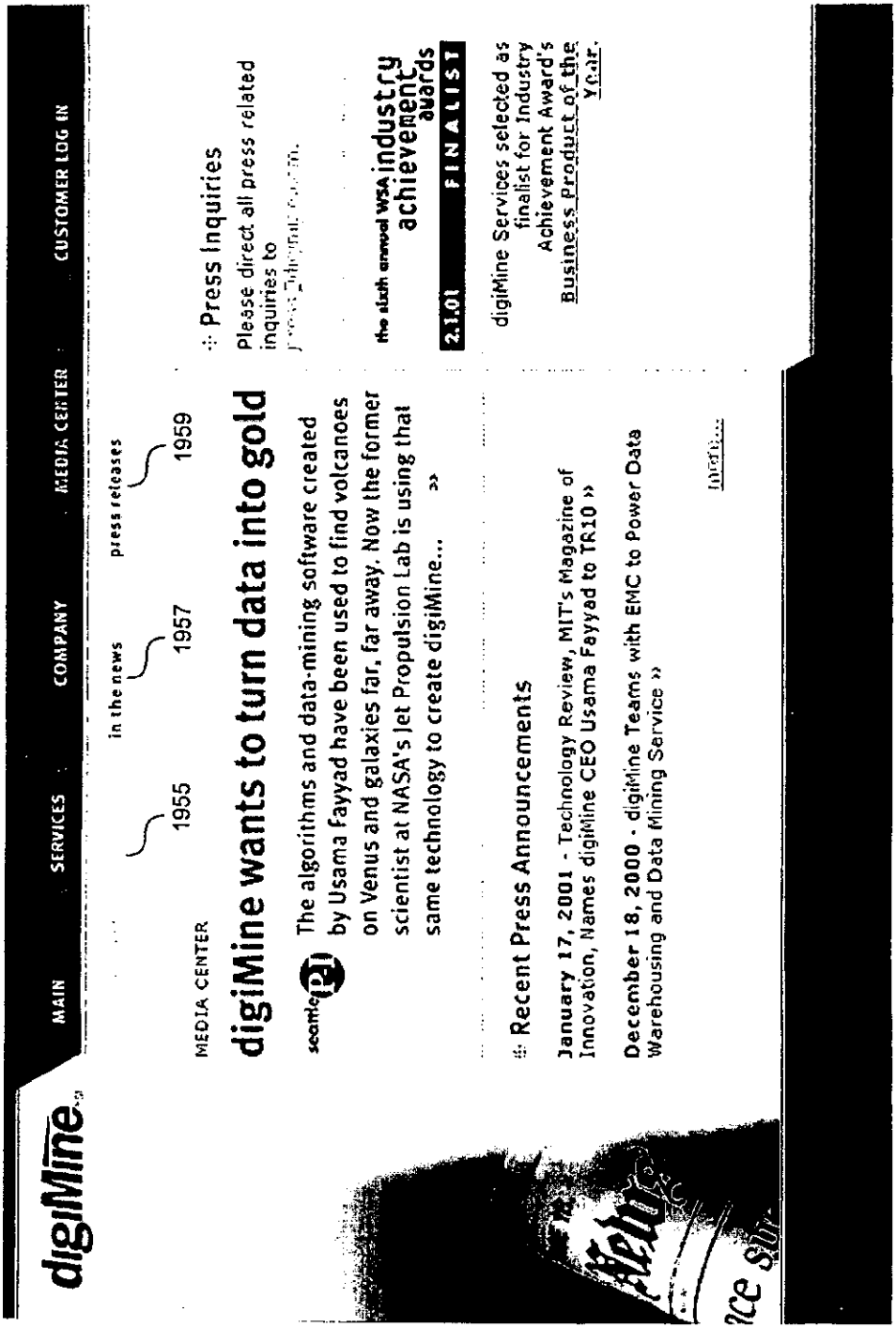
Fig. 19Q


digiMine Media Page
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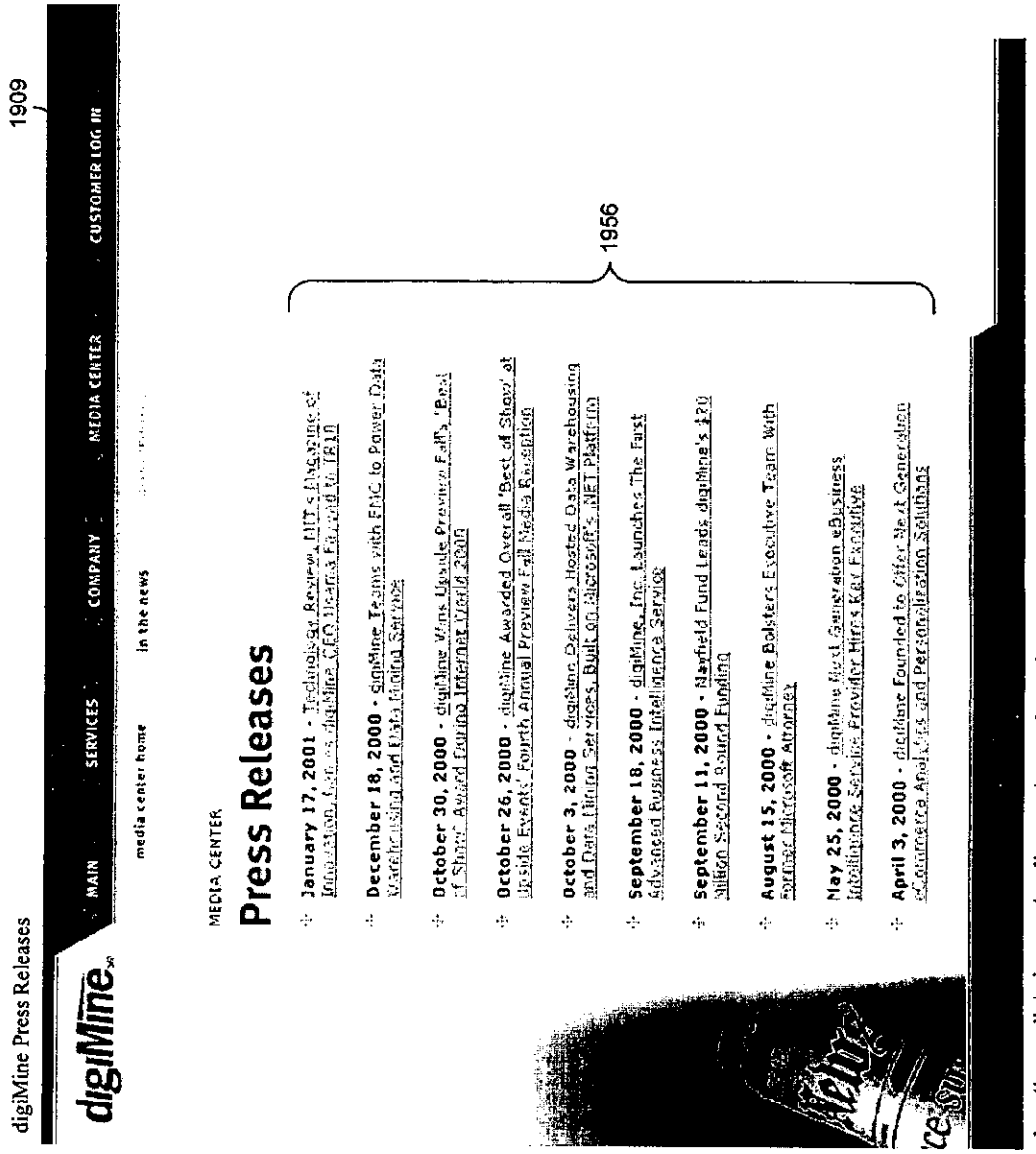
digiMine wants to turn data into gold
The algorithms and data-mining software created by Usama Fayyad have been used to find volcanoes on Venus and galaxies far, far away. Now the former scientist at NASA's Jet Propulsion Lab is using that same technology to create digiMine... >>
Recent Press Announcements
January 17, 2001 - Technology Review, MIT's Magazine of Innovation, Names digiMine CEO Usama Fayyad to TR10 >>
December 18, 2000 - digiMine Teams with EMC to Power Data Warehousing and Data Mining Service >>
Press Inquiries
Please direct all press related inquiries to
the sixth annual WSA industry achievement awards
2.1.01 FINALIST
digiMine Services selected as finalist for Industry Achievement Award's Business Product of the Year.
http://www.digimine.com/mediacenter/

Fig. 19R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digiMine Press Releases
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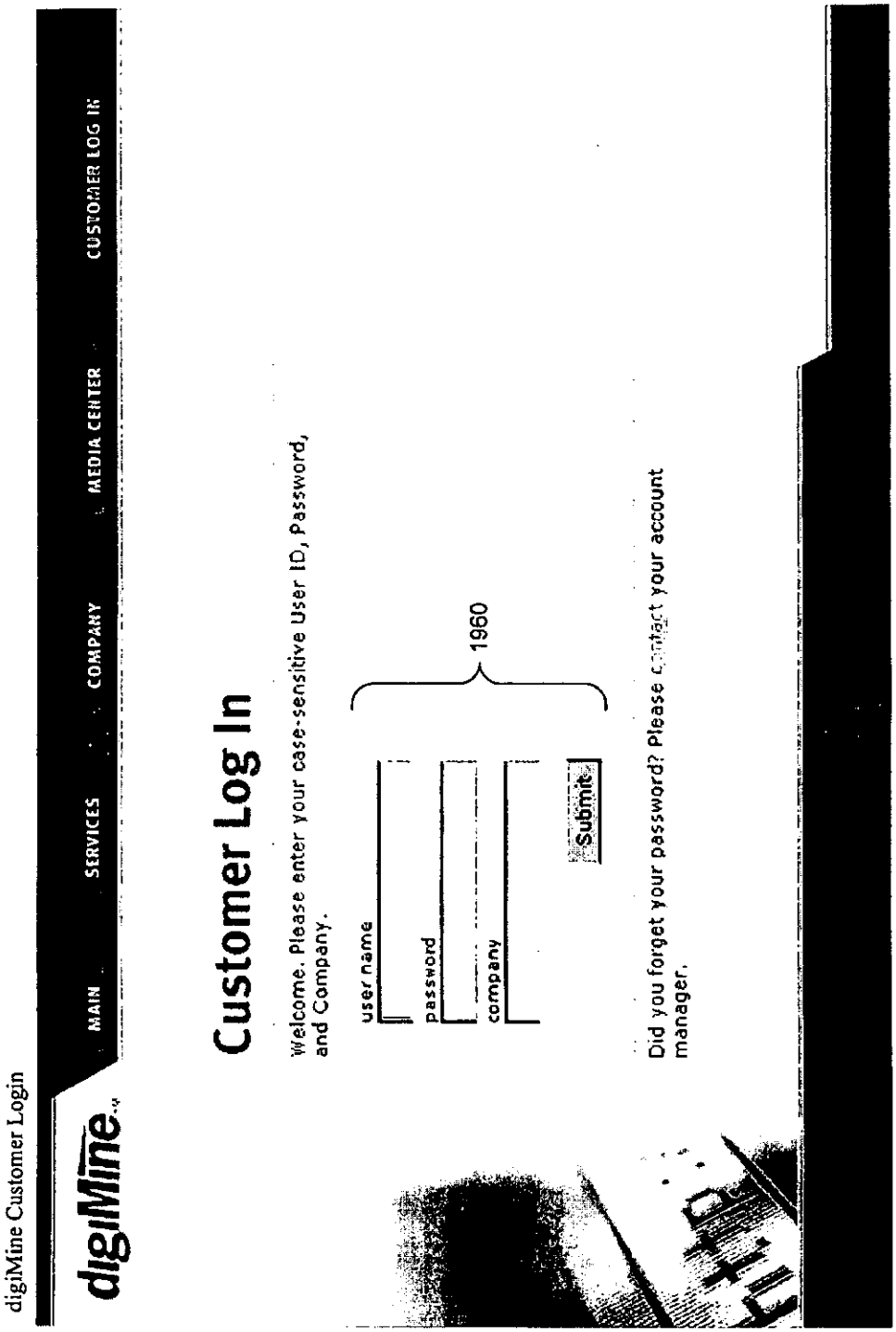
Press Releases
January 17, 2001 - Technology Review, MIT's Magazine of Innovation, Lists digiMine CEO Usama Fayyad As "TR10"
December 18, 2000 - digiMine Teams with EMC to Power Data Warehousing and Data Mining Services
October 30, 2000 - digiMine Wins Upside Preview Poll's 'Best of Show' Award During Internet World 2000
October 26, 2000 - digiMine Awarded Overall 'Best of Show' at Upside Events' Fourth Annual Preview Fall Media Reception
October 3, 2000 - digiMine Delivers Hosted Data Warehousing and Data Mining Services, Built on Microsoft's .NET Platform
September 18, 2000 - digiMine, Inc. Launches The First Advanced Business Intelligence Service
September 11, 2000 - Mayfield Fund Leads digiMine's $10 Million Second Round Funding
August 15, 2000 - digiMine Bolsters Executive Team With Former Microsoft Attorney
May 25, 2000 - digiMine Next Generation eBusiness Intelligence Service Provider Hires Key Executive
April 3, 2000 - digiMine Founded to Offer Next Generation eCommerce Analytics and Personalization Solutions
1956
http://www.digimine.com/mediacenter/pressreleases.htm

Fig. 19S


digiMine Customer Login
digiMine
MAIN
SERVICES
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MEDIA CENTER
CUSTOMER LOG IN
Customer Log In
Welcome. Please enter your case-sensitive User ID, Password, and Company.
user name
password
company
Submit
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Did you forget your password? Please contact your account manager.
https://insight.digimine.com/
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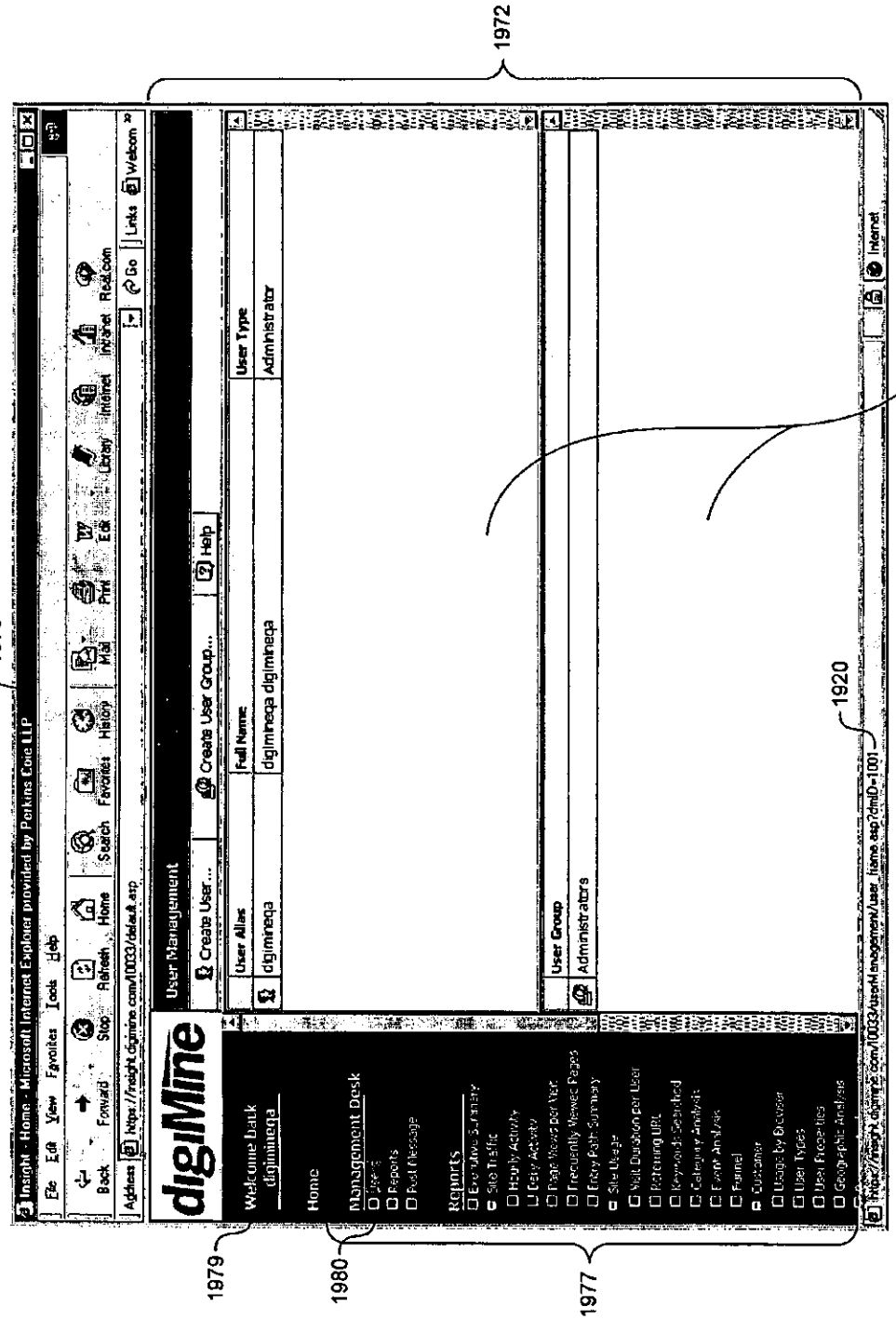
Fig. 19T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Create User Group...
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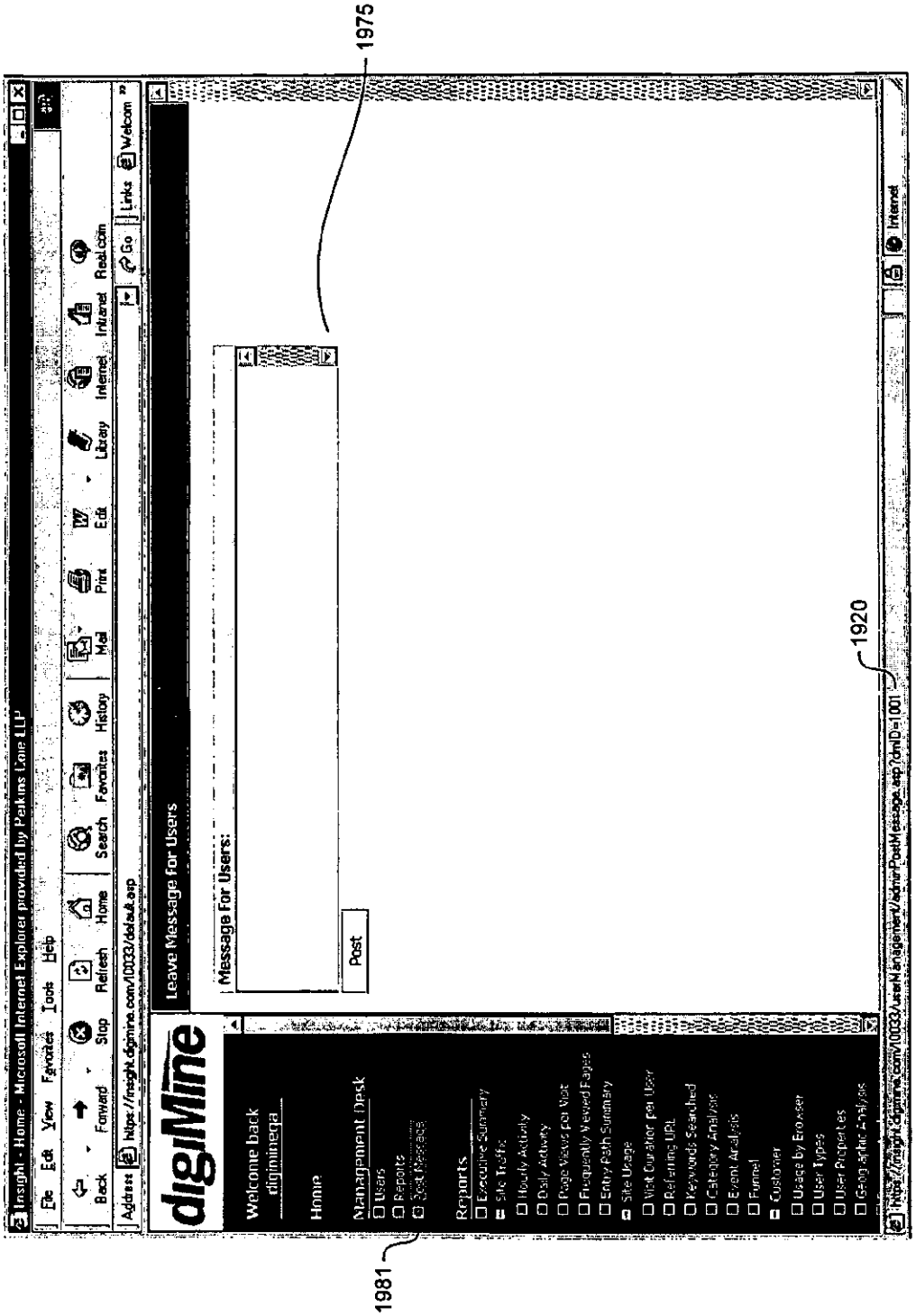
Fig. 19U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Reports
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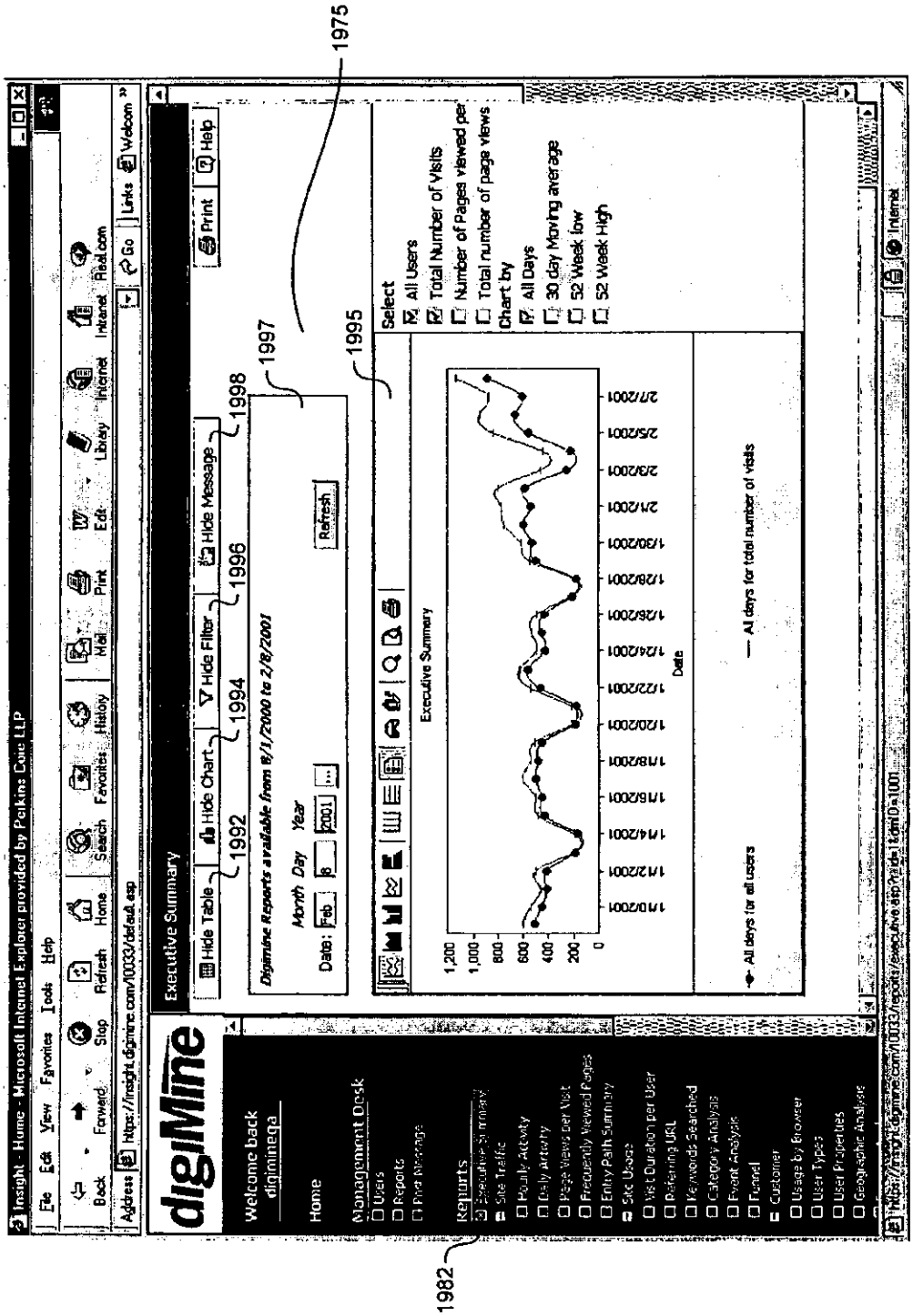
Page Views per Visit
Frequently Viewed Pages
Entry Path Summary
Site Usage
Visit Duration per User
Referring URL
Keywords Searched
Category Analysis
Event Analysis
Funnel
Customer
Usage by Browser
User Types
User Properties
Geographic Analysis
Leave Message for Users
Message For Users:
Post

Fig. 19V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Users
Reports
Print Manager
Reports
Executive Summary
Site Traffic
Hourly Activity
Daily Activity
Page Views per Visit
Frequently Viewed Pages
Entry Path Summary
Site Usage
Visit Duration per User
Referring URL
Keywords Searched
Category Analysis
Event Analysis
Funnel
Customer
Usage by Browser
User Types
User Properties
Geographic Analysis
Executive Summary
Hide Table
Hide Chart
Hide Filter
Hide Message
Print
Help
Digimine Reports available from 8/1/2000 to 2/8/2001
Month Day Year
Date: Feb 8 2001
Refresh
Select
All Users
Total Number of Visits
Number of Pages viewed per
Total number of page views
Chart by
All Days
30 day Moving average
52 Week low
52 Week High
Executive Summary
Date
All days for all users
All days for total number of visits

Fig. 19W

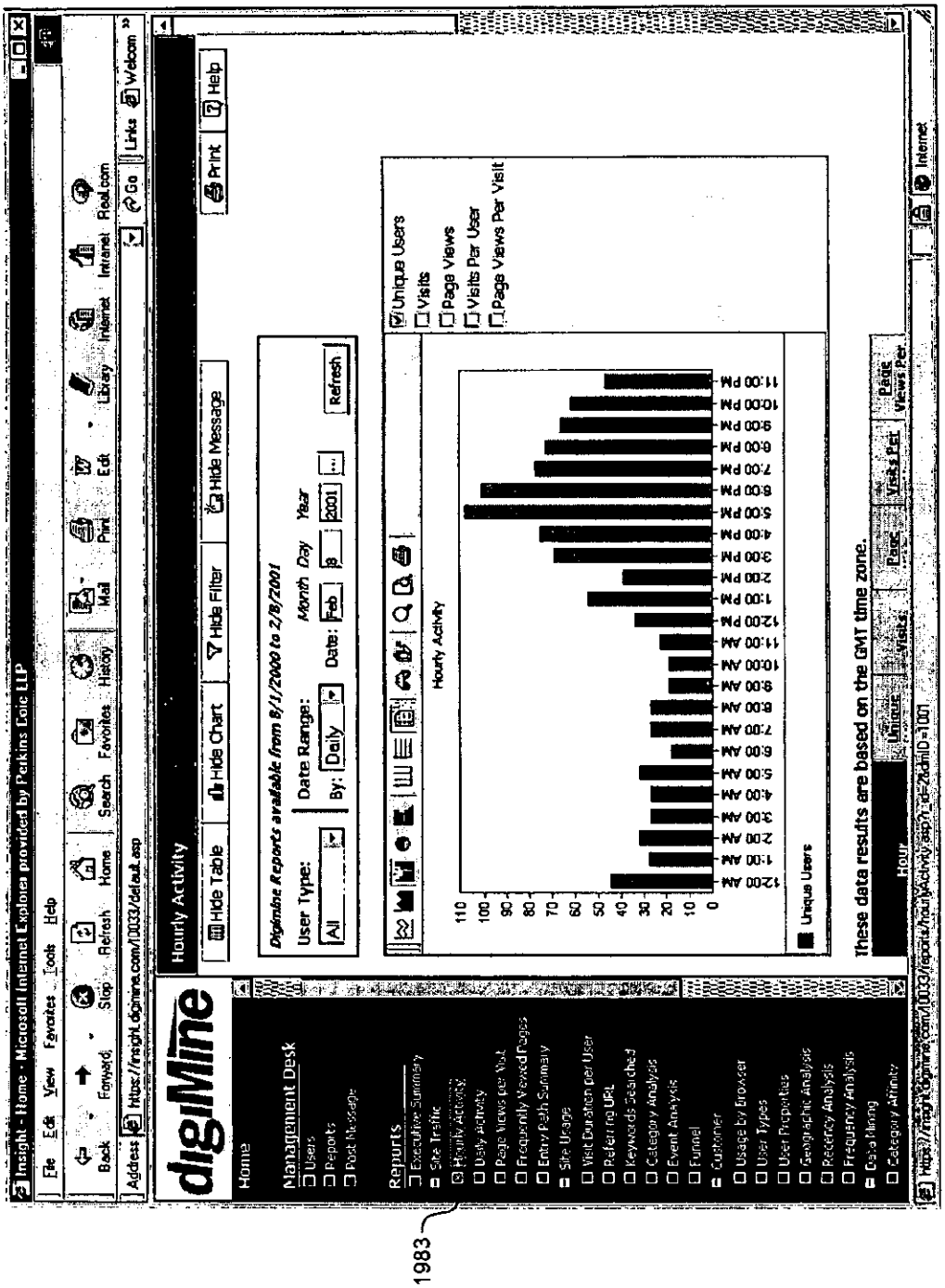
Insight - Home - Microsoft Internet Explorer provided by Perkins Coie LLP
digiMine
Hourly Activity
Hide Table
Hide Chart
Hide Filter
Hide Message
Print
Help
Digimine Reports available from 8/1/2000 to 2/8/2001
User Type:
Date Range:
By:
Daily
Month
Day
Year
Date:
Feb
8
2001
Refresh
Unique Users
Visits
Page Views
Visits Per User
Page Views Per Visit
Hourly Activity
These data results are based on the GMT time zone.
Management Desk
Reports
1983

Fig. 19X

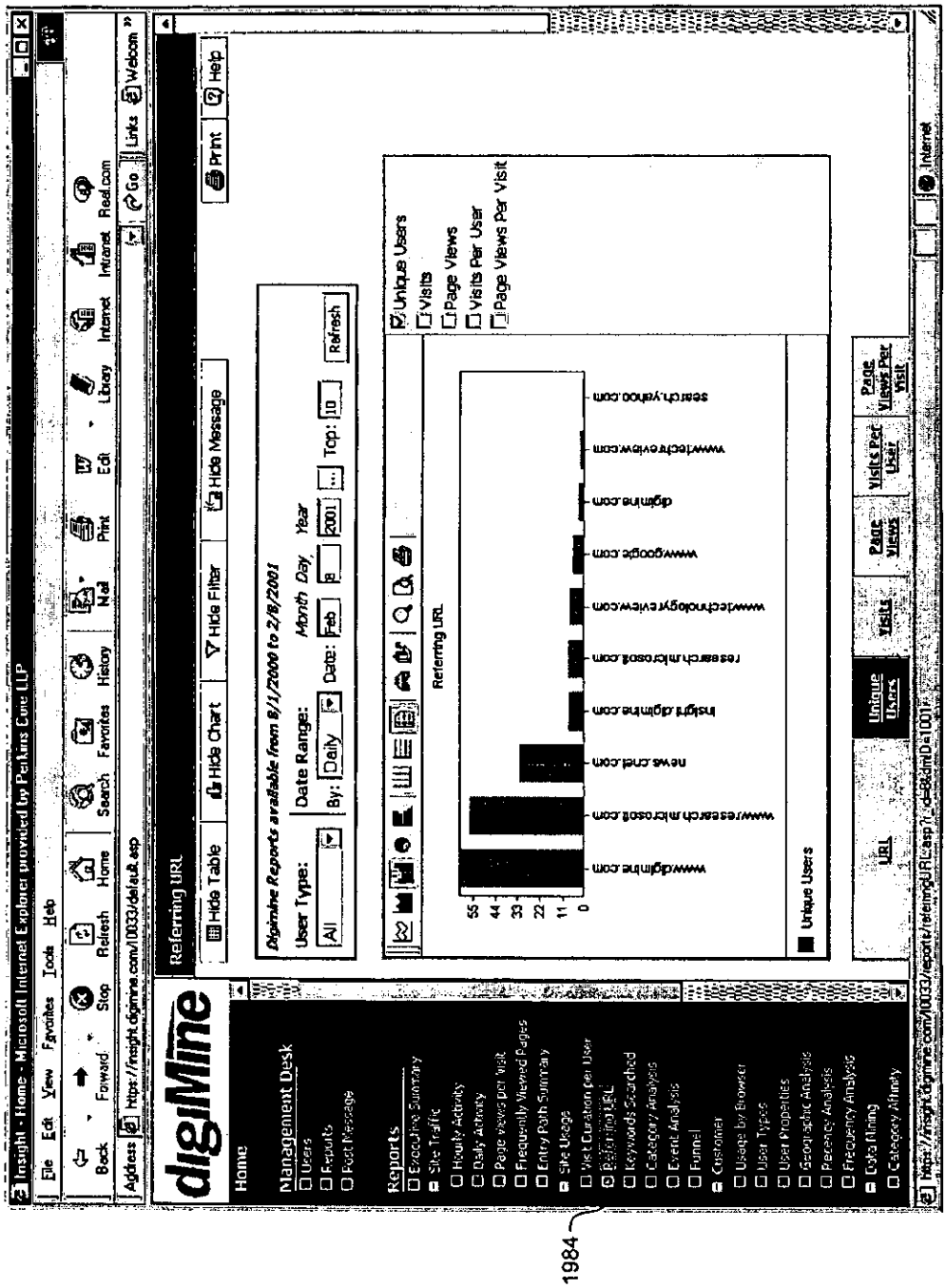
Insight - Home - Microsoft Internet Explorer provided by Perkins Coie LLP
digMine
Home
Management Desk
Users
Reports
Post Message
Reports
Executive Summary
Site Traffic
Hourly Activity
Daily Activity
Page views per Visit
Frequently Viewed Pages
Entry Path Summary
Site Usage
Visit Duration per User
Referring URL
Keywords Searched
Category Analysis
Event Analysis
Funnel
Customer
Usage by Browser
User Types
User Properties
Geographic Analysis
Recency Analysis
Frequency Analysis
Data Mining
Category Affinity
Referring URL
Hide Table
Hide Chart
Hide Filter
Hide Message
Print
Help
Digimine Reports available from 8/1/2000 to 2/8/2001
User Type:
All
Date Range:
By: Daily
Date: Feb 8 2001
Month Day Year
Top: 10
Refresh
Unique Users
Visits
Page Views
Visits Per User
Page Views Per Visit
Referring URL
www.digmine.com
www.research.microsoft.com
news.cnet.com
insight.digmine.com
research.microsoft.com
www.google.com
digmine.com
www.technologyreview.com
search.yahoo.com
55
44
33
22
11
0
Unique Users
URL
Unique Users
Visits
Page Views
Visits Per User
Page Views Per Visit
1984

Fig. 19Y

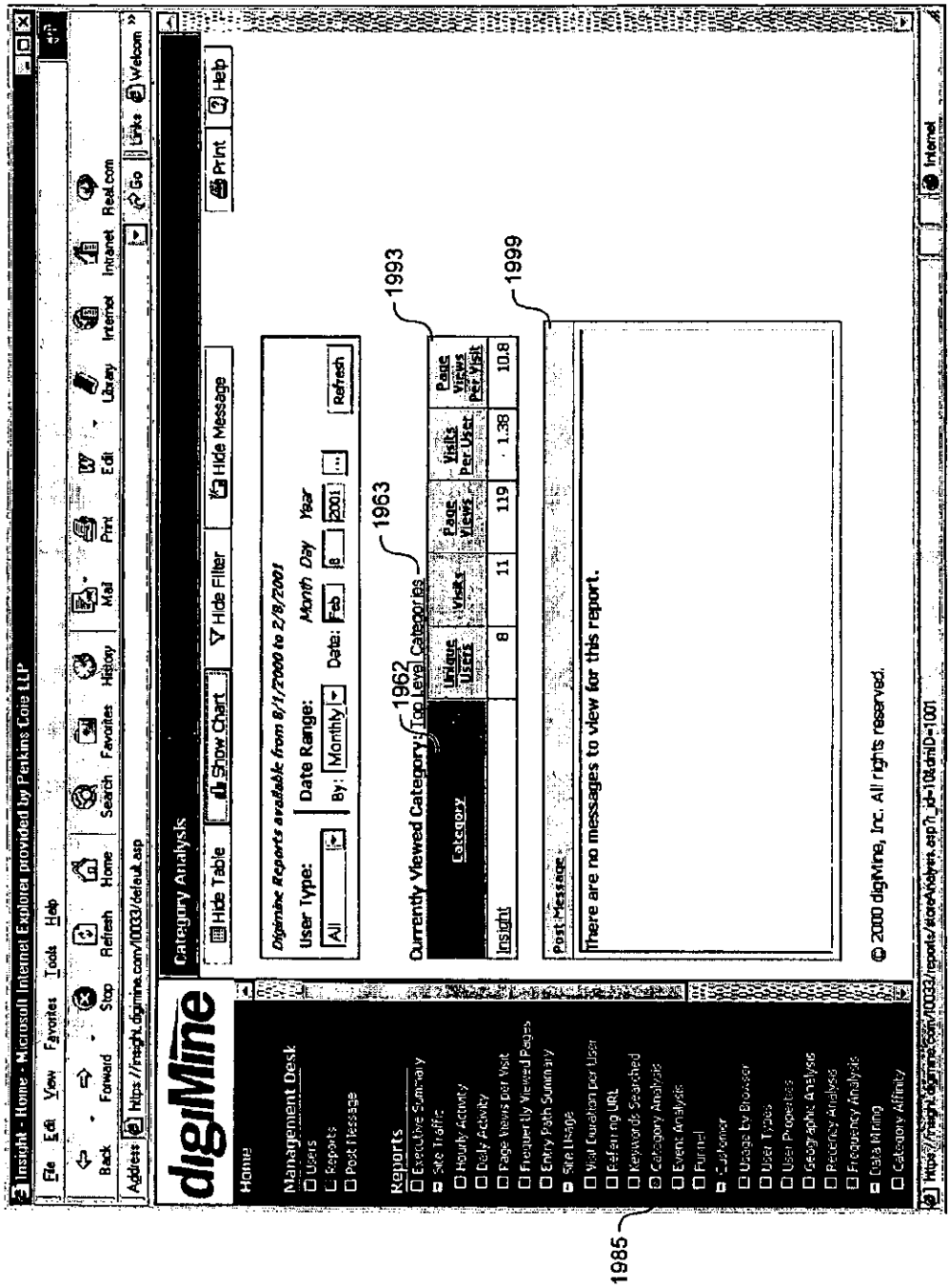
1985
1962
1963
1993
1999
digMine
Category Analysis
Hide Table
Show Chart
Hide Filter
Hide Message
Print
Help
Refresh
Currently Viewed Category: Top Level Category
Category
Insight
Post Message
There are no messages to view for this report.
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Fig. 19Z

Example Hierarchical Category Selection

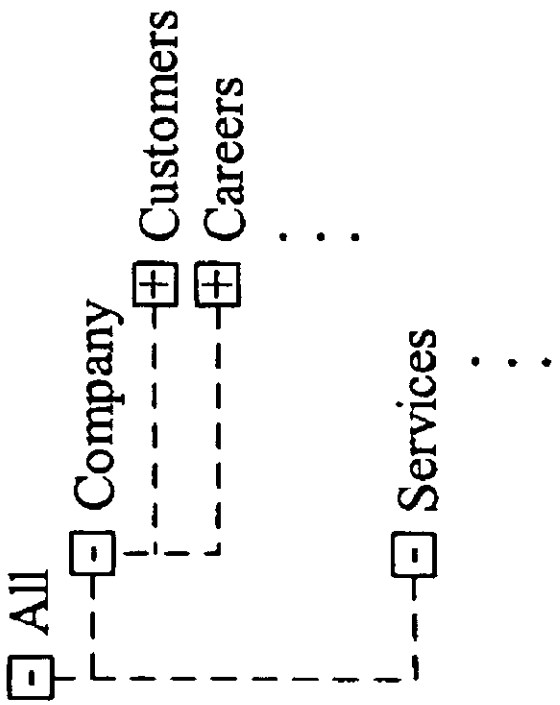
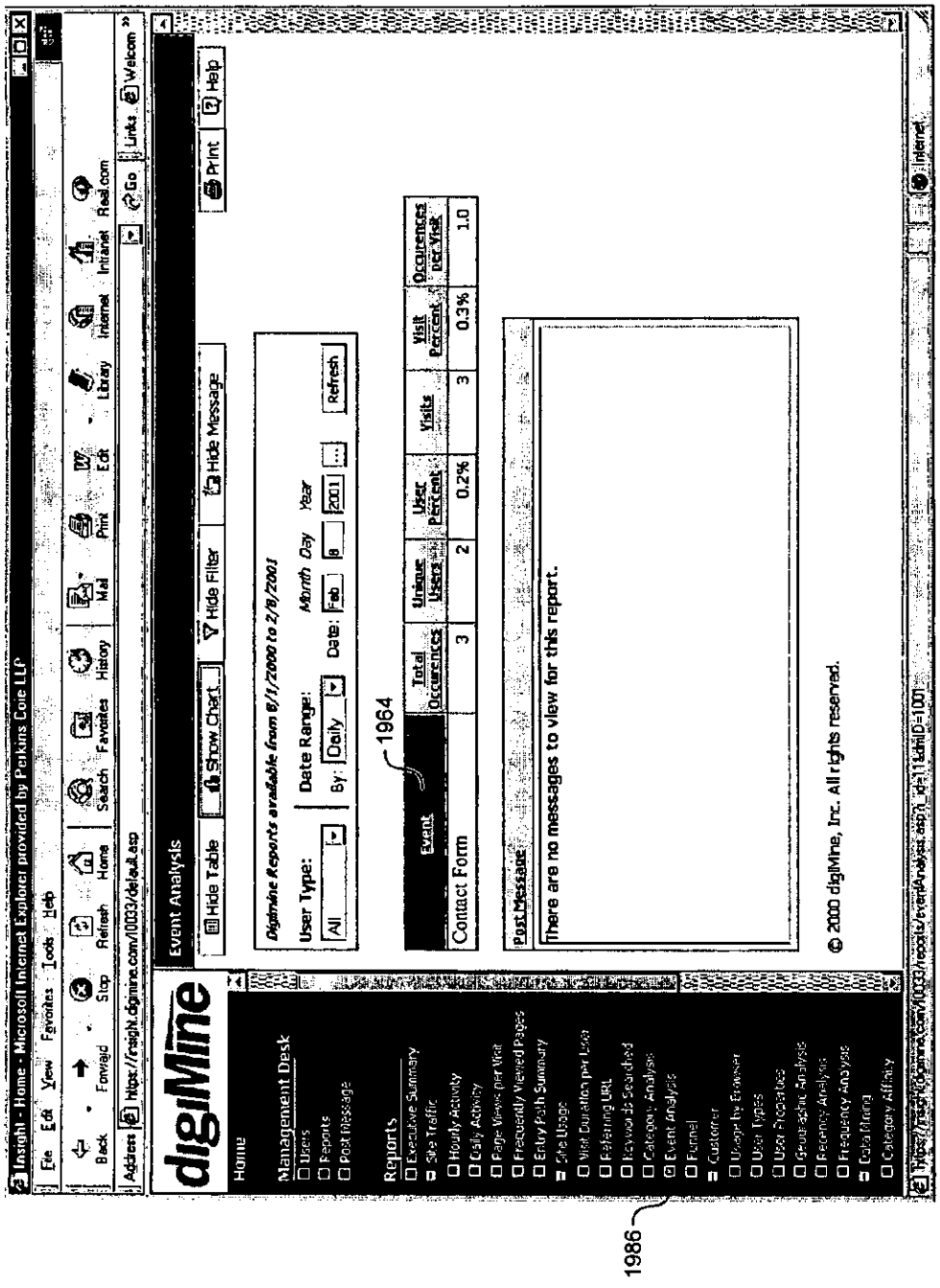


Fig. 19AA


Insight - Home - Microsoft Internet Explorer provided by Perkins Coie LLP
digiMine
Event Analysis
Hide Table
Show Chart
Hide Filter
Hide Message
Print
Help
Management Desk
Reports
Home
User Type:
Date Range:
By:
Date:
Refresh
1964
Event
Total Occurrences
Unique Users
User Percent
Visits
Visit Percent
Occurences per Visit
Contact Form
Post Message
There are no messages to view for this report.
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1986

Fig. 19AB

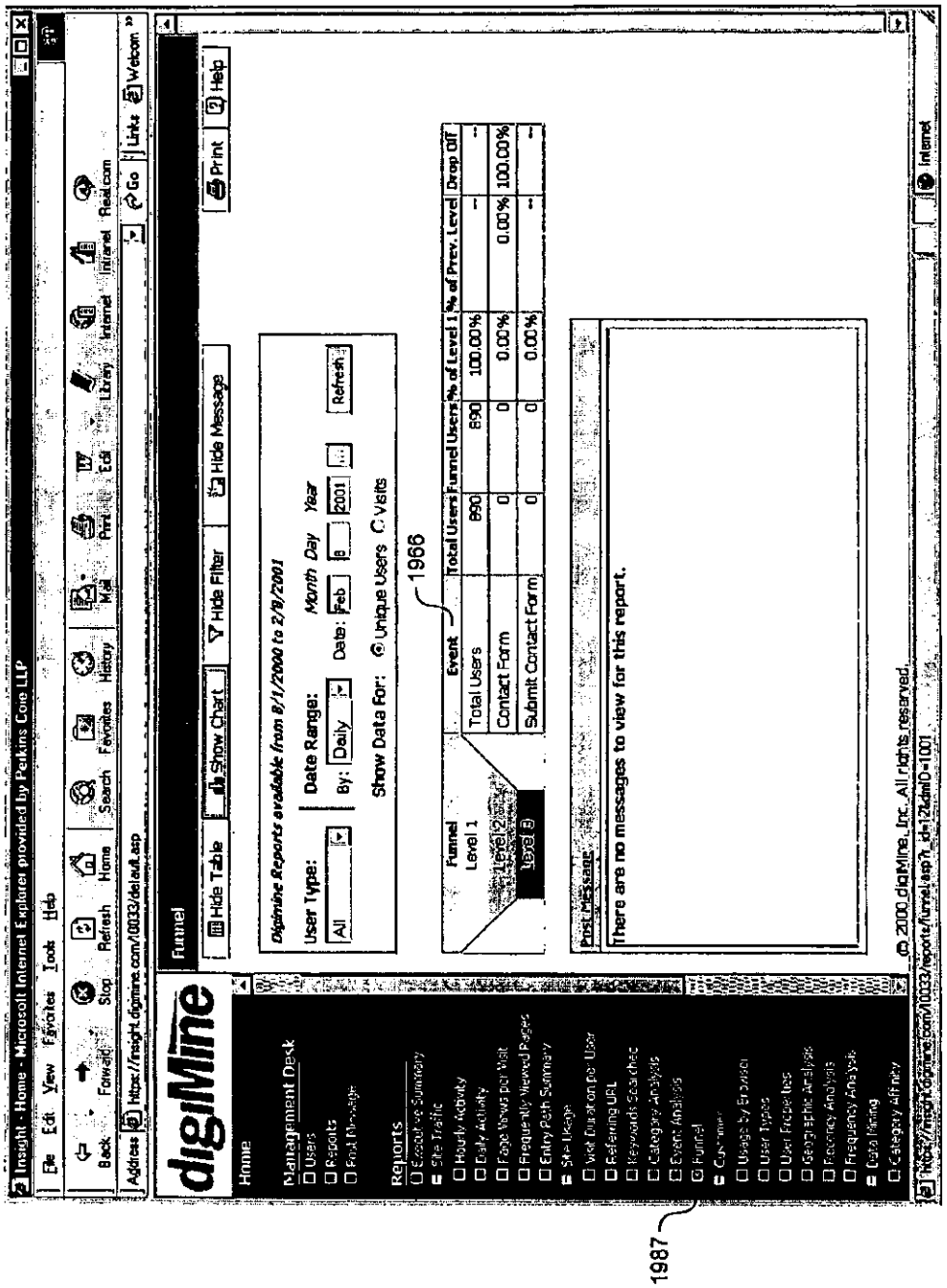

Fig. 19AC

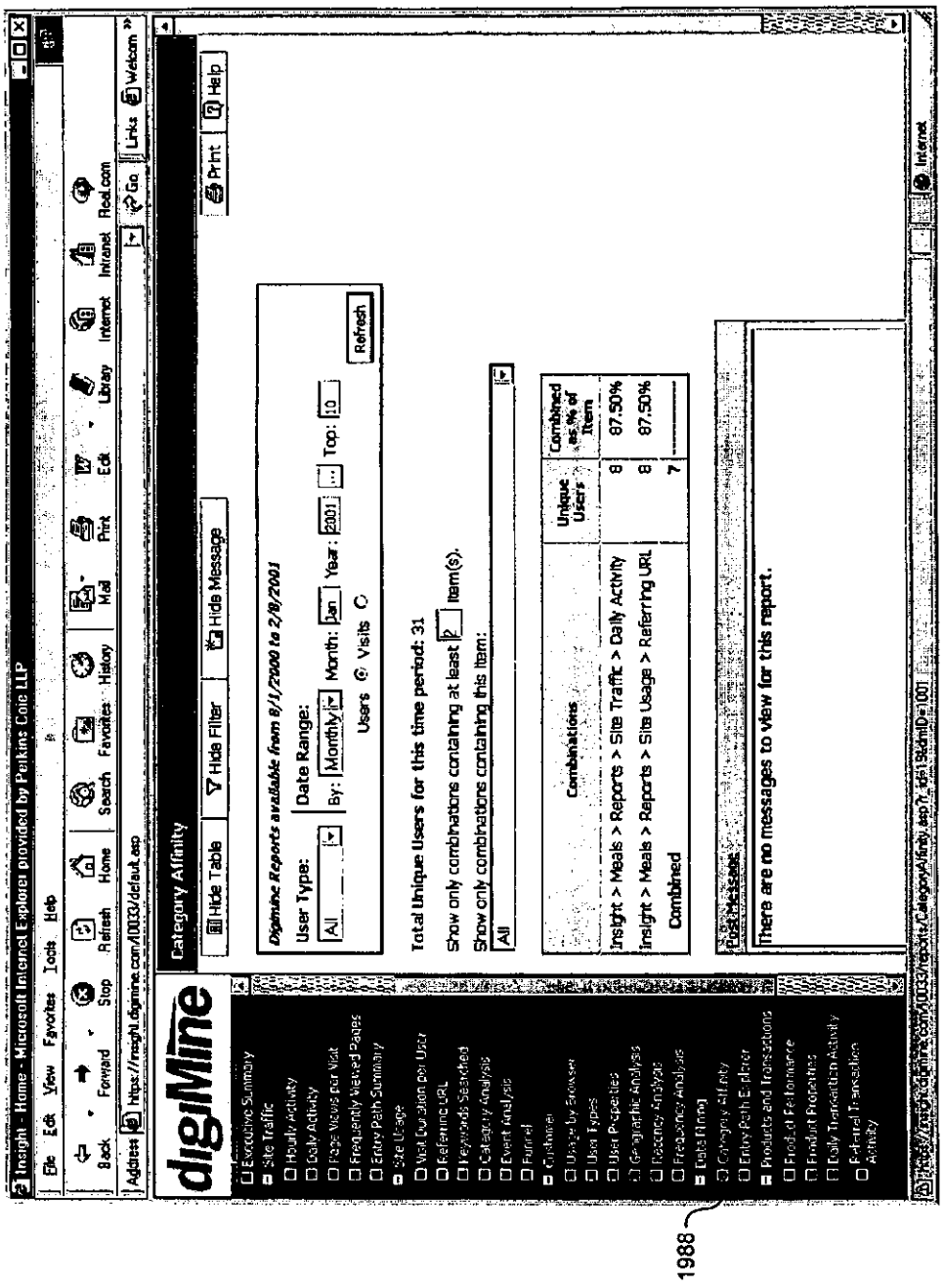
Insight - Home - Microsoft Internet Explorer provided by Perkins Coie LLP
digiMine
Category Affinity
Hide Table
Hide Filter
Hide Message
Print
Help
Digmine Reports available from 8/1/2000 to 2/8/2001
User Type:
All
Date Range:
By: Monthly
Month: Jan
Year: 2001
Top: 10
Users
Visits
Refresh
Total Unique Users for this time period: 31
Show only combinations containing at least 2 item(s).
Show only combinations containing this item:
All
Combinations
Unique Users
Combined as % of Item
Insight > Meals > Reports > Site Traffic > Daily Activity 8 87.50%
Insight > Meals > Reports > Site Usage > Referring URL 8 87.50%
Combined 7
There are no messages to view for this report.
1988

Fig. 19AD

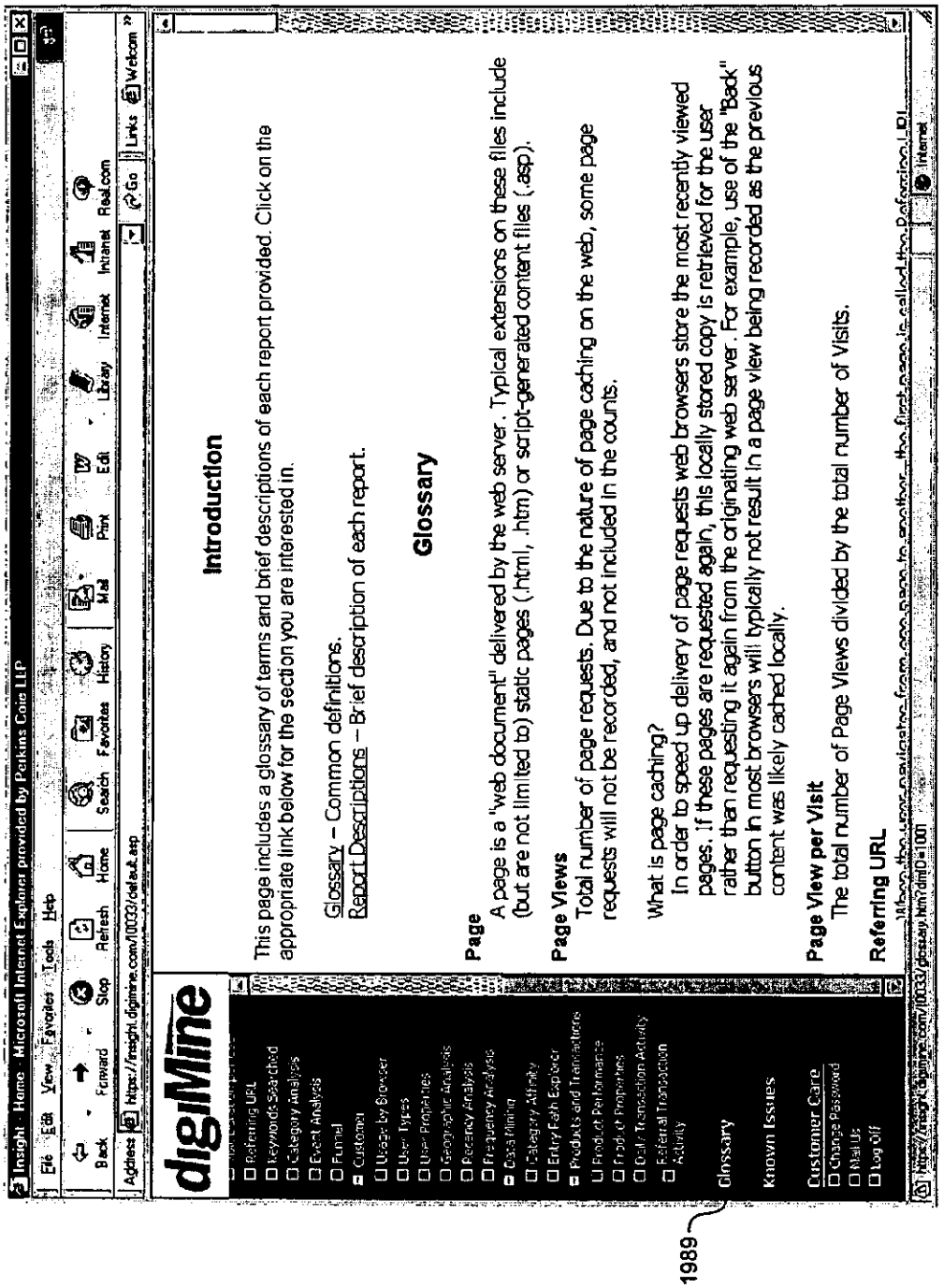
Insight - Home - Microsoft Internet Explorer provided by Perkins Coie LLP
File Edit View Favorites Tools Help
Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Library Internet Intranet Real.com
Address https://insight.digimine.com/10033/default.asp
Links Webcom
digMine
Referring URL
Keywords Searched
Category Analysis
Event Analysis
Funnel
Customer
Usage by Browser
User Types
User Properties
Geographic Analysis
Recency Analysis
Frequency Analysis
Data Mining
Category Affinity
Entry Path Explorer
Products and Transactions
Product Performance
Product Properties
Deal / Transaction Activity
Referral Transaction Activity
Glossary
Known Issues
Customer Care
Change Password
Mail Us
Log Off
Introduction
This page includes a glossary of terms and brief descriptions of each report provided. Click on the appropriate link below for the section you are interested in.
Glossary – Common definitions.
Report Descriptions – Brief description of each report.
Glossary
Page
A page is a "web document" delivered by the web server. Typical extensions on these files include (but are not limited to) static pages (.html, .htm) or script-generated content files (.asp).
Page Views
Total number of page requests. Due to the nature of page caching on the web, some page requests will not be recorded, and not included in the counts.
What is page caching?
In order to speed up delivery of page requests web browsers store the most recently viewed pages. If these pages are requested again, this locally stored copy is retrieved for the user rather than requesting it again from the originating web server. For example, use of the "Back" button in most browsers will typically not result in a page view being recorded as the previous content was likely cached locally.
Page View per Visit
The total number of Page Views divided by the total number of Visits.
Referring URL
1989

Fig. 19AE